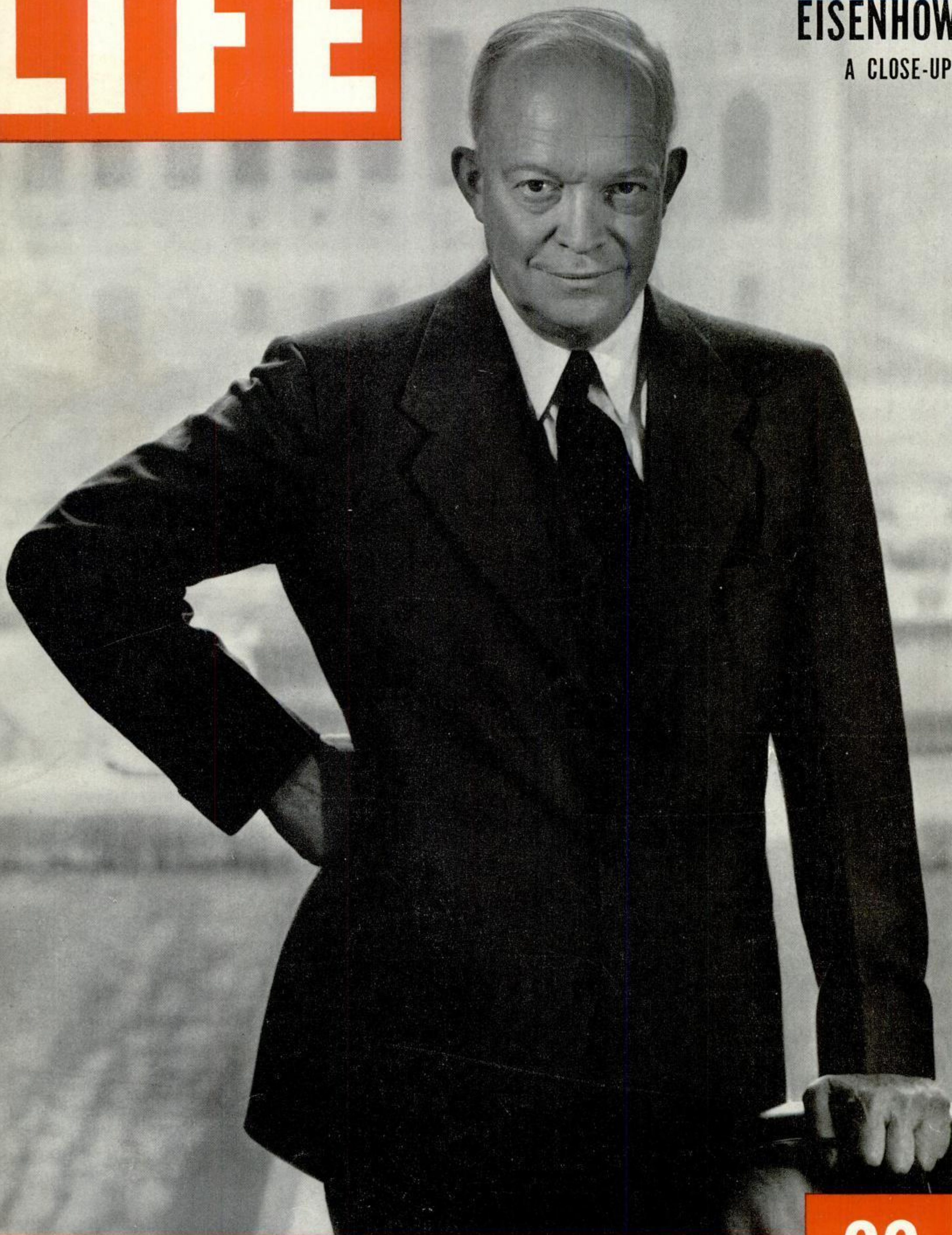


LIFE

MR. PRESIDENT
EISENHOWER

A CLOSE-UP



APRIL 17, 1950

20

CENTS

YEARLY SUBSCRIPTION

\$6.00



ANNOUNCING

BROOKWOOD*

by

1881



ROGERS



SILVERPLATE *by* ONEIDA LTD.

New enchantment for a bride's table

A radiant new pattern of flawless good looks and good taste! With *extra* silver for longer life—it will keep your table bridal-beautiful for years! At your jeweler, on easy terms. 55-piece set in handsome, tarnish-preventive chest—only \$49.75. (No Federal tax.)

*Trade Mark. © 1950, Oneida Ltd., Oneida, N.Y.

"THE TRADE-MARKS" OF NATURE

mark the difference
in sharks

*Prepared in cooperation with specialists of American Museum of Natural History, N. Y.

The sleek, dangerous **MAKO SHARK**, or "Blue Pointer," is marked by a long, pointed snout and the iridescent blue of its back and sides.

The **TIGER SHARK** is marked by tiger-like stripes and bars on the back and upper sides. Don't go swimming with it.

SHARKS are quite different from other fish. They have no true bones—their skeletons being made entirely of cartilage. And, unlike most fish, their skin is not covered with scales, but is embedded with thousands of hard, bony nodules which make the skin feel like sandpaper. Shown here is a typical shark—the **GREAT WHITE SHARK**, or "Maneater."

THE TRADE-MARK "ETHYL"



marks the important
difference in gasoline

ENJOY THE DIFFERENCE!

Just fill your tank with gasoline from an "Ethyl" pump and feel the difference for yourself. Because "Ethyl" gasoline averages *five full octane numbers higher* than regular gasoline, it will bring out the full power and performance of your car.

When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting the best gasoline your service station offers—gasoline that is improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

The **HAMMERHEAD SHARK** certainly is different—it has a head like a hammer. It's one of the few sharks known to be dangerous to man.

The **LEOPARD SHARK** is marked by bars and spots on the back, upper sides and tail. It's one of well over a hundred species of sharks that are quite harmless.

"Ethyl" products are made by **ETHYL CORPORATION**, Chrysler Bldg., New York 17, N. Y.

This One



GH3N-Y76-JTKB

Clara
asked a
question!

Connie
plumb forgot!



Seeing is believing! Make even your favorite
salesgirl show you "Sanforized" on the label.

•SANFORIZED•
TRADE © MARK

Better be careful when you buy!

"Where does it say 'Sanforized'?" Ask that question, and SEE that word on the label, and be safe from shrinkage worries!



Before you buy a cotton dress, be sure the style will never shrink away. Be sure you see a "Sanforized" trade-mark.



Before you buy a yard of yard goods, look for that magic word "Sanforized," and save yourself




from every kind of shrinkage trouble.

Before you buy your cotton slip, be sure it won't become a shrinkage problem. Does the label say "Sanforized"?



Before you buy children's clothes, see if they have a "Sanforized" label. Keep those clothes fitting till they're outgrown naturally.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



RONALD COLMAN

loves CELESTE HOLM

in

Champagne for Caesar

the bubbliest,
frothiest,
tickliest comedy!

"I'm
Caesar...

Everybody's
loaded with
laughs...
except me
.. I'm just
loaded!"

HARRY M. POPKIN presents

RONALD COLMAN in

Champagne for Caesar

co-starring **CELESTE HOLM**

with **VINCENT PRICE** • ART LINKLETTER and

BARBARA BRITTON • Produced by **GEORGE MOSKOV**

Directed by **RICHARD B. WHORF** • Story and Screen Play by **HANS JACOBY** and **FRED BRADY** • Music Written and Directed by **DIMITRI TIOMKIN** • A Harry M. Popkin Production • Released thru United Artists

Lovely lady... Lovely hair

She's a "Rayving Beauty" now!

"Rayve Home Permanent is my wave from now on!"

says **Terry Thomas**

PROMISING NEW YORK MODEL

"I'm ready for the camera any time since the day I had my Rayve Home Permanent. It left my hair so lustrous and softly waved right from the start. As natural as could be! And believe me, that's important to any woman."

WANT TO DO YOUR HAIR LIKE MISS THOMAS? Write Janet Wakefield, Dept. L, Pepsodent, 80 Varick St., New York 13, N. Y., for free instructions.



Now much faster... yet the Dial-a-Wave makes it so sure!

Your waving time is faster than ever... and you're sure of getting exactly the amount of curl you want! Rayve's exclusive Dial-a-Wave quickly shows you the fastest waving time for your kind of hair... without guesswork!

A Rayve wave lasts longer... yet looks lovelier from the start!

It will shimmer with highlights... almost set itself! No frizzy ends, ever... for Rayve's improved waving lotion is so much gentler, safer. And because it's timed individually for you, your Rayve permanent stays lovely weeks longer!



WHAT ABOUT CURLERS? Use any plastic curlers you have... for Rayve's lovelier results come from the gentler solutions and individual Dial-a-Wave timing.

Rayve Home Permanent

ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY



P.S.

KEEP THAT "RAYVING BEAUTY" LOOK BETWEEN WAVES... with Rayve Creme Shampoo. Not a soap... gets hair cleaner!

LETTERS TO THE EDITORS

SACRED COW

Sirs:

Anthony Standen's "Science Is a Sacred Cow" (LIFE, March 27) is like a cool wind in the desert of modern science and perhaps most appreciated by some of the scientists themselves.

ANTONIO V. TRAMONTE
Medford, Mass.

Sirs:

Among the scientists with whom I work in the U.S. wildlife research service the consensus is that most of the ideas expressed are sound... pure sound.

EDWARD J. CONNOLLY JR.
Billings, Mont.

Sirs:

I am a junior at Newark College of Engineering, Newark, N.J. and have been instructed in the "scientific method" and absolutes in science.

Mr. Standen's article is a warning to all young, upcoming scientists to refrain from developing the "fabulous collective ego" which most scientists today possess.

FRANK PETRUCCIELLI
East Orange, N.J.

Sirs:

I probably represent the type for whom Mr. Standen is most sorry, a student in science. His article did not amuse me nearly so much at the expense of science as it did by its own monumental lack of objectivity...

TEVOR D. NOVACK
Brookline, Mass.

Sirs:

The humanists have held Standen's views for a long time. Unfortunately they have been discredited as medieval romantics working with out-dated criteria, but his indictment cannot be dismissed since he is a writer with a solid, scientific training.

JOHN B. McDONOUGH
Long Beach, N.Y.

Sirs:

... If there is any worshiping done in this matter of "Science," it is not by the scientists. It exists in the minds of insecure lay people who, having abandoned their belief that religion will provide for their wants in the hereafter, now turn instead to science and scientists as the new Messiah.

JOSEPH W. GOLDZIEHER, M.D.
St. Clare's Hospital
New York, N.Y.

Sirs:

Standen says, "Psychologists pay lip service to the scientific method and use it whenever it is convenient." The statement is true of many psychologists, but it is far from being true of most of them. The common denominator of all experiments for real psychological scientists is mathematics. They are not wrong unless the science of mathematics is wrong! When Standen himself has learned how to qualify a generalization and when not to generalize, he will be a better scientist. In the meantime he remains an interesting humorist, one who thinks more like H. Allen Smith than Albert Einstein.

BENTLEY BARNABAS
Wichita, Kansas

"Psychologists," says Standen, "cannot ask the right questions. The less scientific they are, the better they are doing."—ED.

CONTINUED ON PAGE 6

WHAT YOU CAN DO ABOUT TOOTH DECAY!



Get after the cause with this "PRO" Tooth Brush! It has the scientific End-Tuft for more effective cleaning!



Be sure you clean between back teeth!

Stop tooth decay at its source with the Pro-Phylac-Tic "PRO" Tooth Brush! The scientific End-Tuft makes it easy to clean between back teeth where food acids so often start trouble.

After every meal... brush then rinse! This method definitely reduces decay, as proved by outstanding dental authorities.

No dentifrice—no matter how good—can effectively reduce decay, except with frequent, thorough brushing! Today get a Pro-Phylac-Tic "PRO" Tooth Brush and start on the road to improved dental health.

50¢
PRO-PHY-LAC-TIC
"PRO" TOOTH BRUSHES

NO DUST BAG TO EMPTY



no muss...no fuss DO IT with LEWYT

NO MUSS! NO FUSS! NO DUST BAG! Nothing to shake out! The bag's gone, the bother's gone! Lewyt's metal Dust Bowl empties *clean* in seconds!

NO LEAKING DUST! Only Lewyt filters dust 4 ways—gives you "hospital clean" air to breathe! Allergy sufferers love their Lewyts!

NEW MAGIC "ENERGIZER"! Automatically maintains peak cleaning power. Dirt can't choke-off suction as with conventional cleaners!

SPECIAL DUSTING BRUSH! Whisks away dirt from venetian blinds, furniture, books, lamps—does *all* your dusting!

SWEEPS BARE FLOORS . . . brightens draperies and upholstery . . . cleans radiators . . . even de-moths your closets!

NO TELEVISION INTERFERENCE! Lewyt's exclusive "Video-pak" prevents distortion of radio and television reception!

SPRAYS PAINT! New professional-type Spray-gun saves you time and effort! Lewyt waxes linoleum, too!

LIGHT, EASY TO USE! Easy to store! *Everything*, including new Lock-seal tubes, tucks neatly away!



IT'S QUIET—NO ROAR!

Lewyt is *super-powerful*, yet truly *super-quiet*. You can even clean the nursery without waking the baby!



PRESERVES YOUR RUGS!

New No. 80 Carpet Nozzle gets more embedded dirt... picks up more lint, threads, dog hairs...all with *less rug wear*!



10 HANDY ATTACHMENTS!

No extras to buy! Complete with all cleaning tools, Lewyt is actually priced *below* many old-fashioned cleaners!



APPROVED BY UNDERWRITERS LABORATORIES

*The world's most modern
Vacuum Cleaner*

LEWYT COSTS NO MORE THAN ORDINARY CLEANERS!

Ask your Lewyt Dealer for free Home Demonstration. See your Classified Telephone Directory.

LARGER MODELS NOW AVAILABLE
FOR HOSPITALS, HOTELS, CLUBS,
THEATRES, OFFICES, INSTITUTIONS!

Write for details!



FREE PICTURE BOOKLET ON MODERN HOME CLEANING!

LEWYT CORPORATION, Vacuum Cleaner Div.
Dept. 4, 70 Broadway, Brooklyn 11, New York

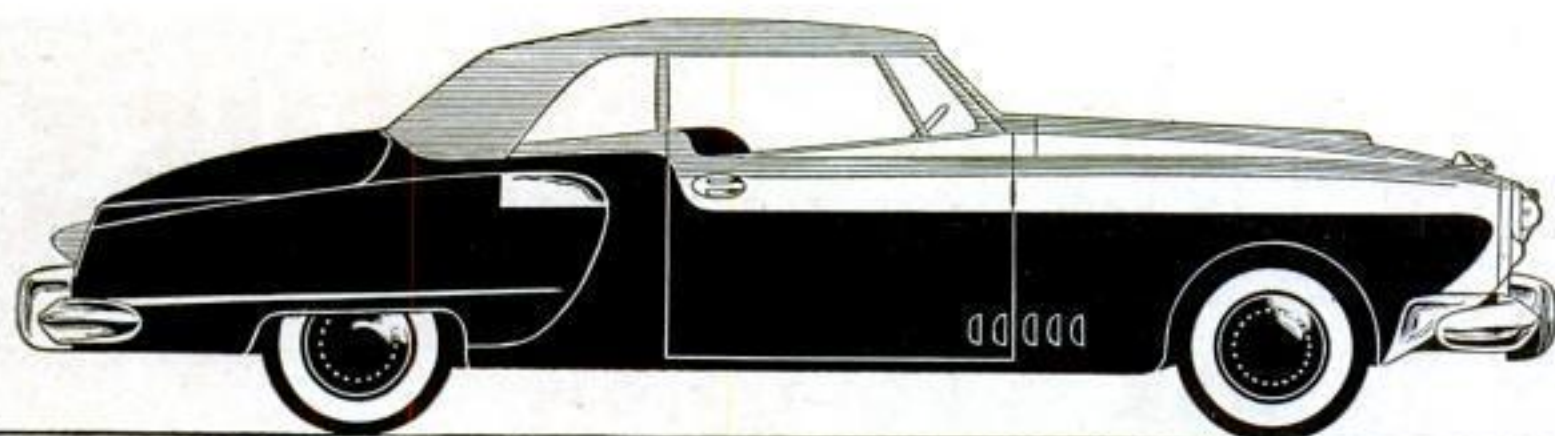
Without obligation, rush me FREE copy of
Lewyt's Picture Booklet on Modern Home Cleaning!

NAME

ADDRESS

CITY

COUNTY STATE



Custom-styled Convertible by Raymond Loewy, Industrial Designer

Found
Wherever Fine Cars Travel



100% Bradford Pennsylvania

Veedol

The World's Most Famous Motor Oil

The most modern developments of petroleum science now fortify NEW VEEDOL's famous "Film of Protection." Your modern, more powerful motor deserves the extra protection of VEEDOL, the World's Most Famous Motor Oil.



LETTERS TO THE EDITORS

CONTINUED

Sirs:

Mr. Standen is a member of the American Chemical Society. Is it a coincidence that of all the sciences he didn't attack the science of chemistry?

FRED RAPP

New York, N.Y.

● LIFE's condensation of Standen's book omitted his characterization of chemists: "Chemists are, on the whole, like physicists, only less so. They don't make quite the same wonderful mistakes and much of what they do is an art, related to cooking."—ED.

MISNAMED CARRIER

Sirs:

You have probably lost upwards of 1,500 readers from the U.S.S. *Valley Forge* (CV-45) and a like number from the U.S.S. *Boxer* (CV-21). In "Speaking of Pictures" (LIFE, Mar. 27) you show a jet Panther and say "on deck of *Valley Forge*—etc." The picture is of the *Boxer* and not the *Valley Forge*. Note the numerals "21" on the stack aft the bridge.

D. E. GUHSE, Lieut. (JG) USN
Norfolk, Va.

● LIFE made a partial error. One daylight picture was of the *Boxer*. But all the night landings were, as stated, on the *Valley Forge*.—ED.

HIPPOS

Sirs:

My heart is heavy, and I can't get my thoughts away from the tragic conditions of the suffering hippos ("Drought Victims," LIFE, Mar. 27).

What a lesson we have of unity from those dear helpless creatures, huddled together, "one" in their miseries.

ISABEL MCGOLDRICK
Belleville, N.J.

CHILDREN

Sirs:

Wouldn't it be a nice gesture for the beautifully clad little French girl, Françoise Graves ("Paris Couture in Miniature," LIFE, Mar. 27) to send the very ill-clad American girls, "Hunger Strikes Farm Labor Camps," (LIFE, Mar. 27) some of her cast-off clothing?

ANNA C. SEEFRIED
Pontiac, Mich.

Sirs:

The phone hasn't stopped ringing since "Paris Couture in Miniature" came out. Our friends point out a striking resemblance between Marie-Christine and our own Susan Emily, 3½.

LEE GOODMAN
Jersey City, N.J.



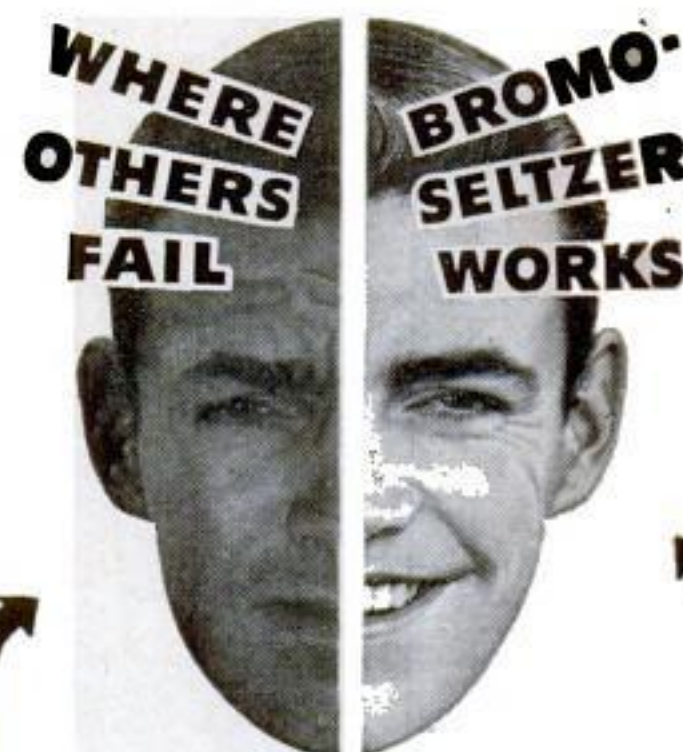
SUSAN

MARIE

CONTINUED ON PAGE 8

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



Today more people than ever before use Bromo-Seltzer. Because this time-proved product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



Miss America says
"Graduation is the Time
to Start your Hope Chest"



No. 2502, "Miss America" chest in Walnut, with drawer. Same chest in Lined White Oak, style No. 2452; in Cordovan, No. 2503; in Grey Walnut, No. 2504.

\$69.95

The gift that is used for life and appreciated forever

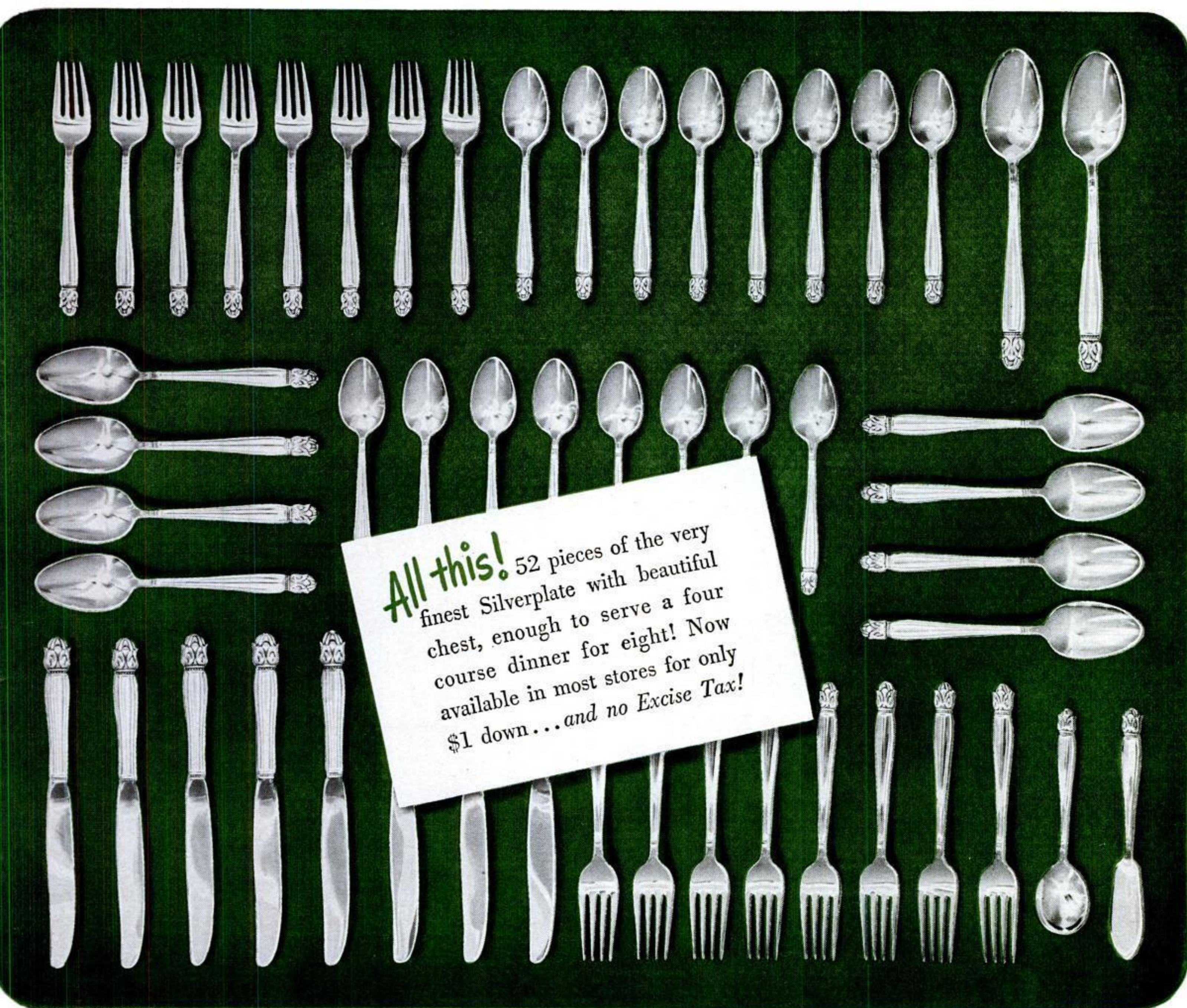
LANE CEDAR HOPE CHEST

Make graduation the start of your real-life romance... start your hope-chest collection now! Guaranteed Moth Protection! One garment saved from moths pays for your Lane.

For every special occasion, Lane is the perfect gift for sweetheart, wife, sister, daughter, or mother.

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L36 for information, if desired.

Now! All this Holmes & Edwards silverplate...\$1⁰⁰ down!



*ALL PATTERNS MADE IN U. S. A.



Your choice of the



loveliest patterns




in silverplate!



COPYRIGHT 1950, THE INTERNATIONAL SILVER CO., HOLMES & EDWARDS DIVISION, MERIDEN, CONN. OREG. U. S. PAT. OFF.

Just look what you get! Your choice of pattern and chest! 16 Teaspoons, 8 Dinner Forks, 8 Dinner Knives, 8 Salad Forks, 8 Soup Spoons, 2 Serving Tablespoons, Butter Knife and Sugar Spoon! 52 pieces in all—yours for only \$1 down on easy budget terms—and at a **total cost of only \$68.50!**

And it's Sterling Inlaid with these  Yes! Holmes & Edwards is the silverplate that's



Shown here: Lovely Birdseye-Maple-grained wood chest

Sterling Inlaid with two blocks of sterling silver at the backs of bowls and handles of the most-used spoons and forks. All the more reason why you'll want to take advantage of this wonderful opportunity!

No need to go months with incomplete services while you add place settings. This service for 8 is yours **today** for only \$68.50, and **no** Excise Tax.

**HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE**



Dress your young dreamers in Tropic Nitey Nite sleepers

★ Now there's a sleeper that brings cloud-cool comfort to young dreamers. *Tropic Nitey Nites* are air-knit of soft moisture-absorbent combed cotton and assure cover-all protection from yawn to dawn. They ease Mothers' mending and laundry too. Seams are sturdily sewn and reinforced at every point of strain. Gripper fasteners end button problems and *Tropic Nitey Nites* rise from the suds true to shape, true to fit—no ironing needed.

In four gay songbird colors: Canary, Bluebird, Flamingo, Parrakeet.

Tropic Nitey Nite—Two-piece style, sizes 1-4. Three-piece set, same style with extra pants, sizes 1-4. Two-piece style with pullover top, sizes 4-10.

Nitey Nite Junior—little sleepyheads love this cuddly doll dressed for dreams in a *Tropic Nitey Nite*. A wonderful way to say "Happy Birthday"!



sleepers at your
favorite department store
or children's shop

NITEY NITE SLEEPERS MADE BY GLENDALE KNITTING CORPORATION • PERRY, N.Y.

LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

Congratulations on eloquent picture of the feet of children in Phoenix waiting for free shoes. Here is another picture of a migrant foot in the Casa Grande Farm Labor Camp, 14 miles



from Phoenix. It is being bandaged by a worker from the Home Missions Council which is doing relief work in the area.

LOUISA R. SHOTWELL

New York, N.Y.

ST. PETER

Sirs:

Enthusiastic congratulations on the finest of all art stories you have ever done, "The Search for the Bones of St. Peter," (LIFE, Mar. 27). LIFE not only has a world scoop on all levels from archaeologists to the great lay public, but it solves one of the problems all of us face today and only seldom conquer. That is to present profound material in an altogether understandable way.

ALFRED FRANKFURTER
Editor

Art News
New York, N.Y.

Sirs:

Congratulations on the excellent illustrations of the excavations under St. Peter's Basilica. However, a statement in the beginning of the article is inaccurate and misleading, namely, that the location of the bones of St. Peter is "a basic tenet of the Catholic Church." Msgr. Kaas has described it correctly as a "Roman tradition," not a matter of religious belief or theology at all.

FRANCIS GLIMM

Seminary of the
Immaculate Conception
Huntington, N.Y.

ANOTHER WAY

Sirs:

Thank you for your challenging editorial "There Is Another Way!" (LIFE, Mar. 27). Upon the response of the people to its basic appeal will depend the future strength of genuine democracy in this country. . . .

It expresses the basic point of view which cooperatives in America have been advancing through the years. The number of members of cooperatives of one kind or another in this country today is, in fact, upwards of 10 million.

JERRY VOORHIS
Executive Secretary

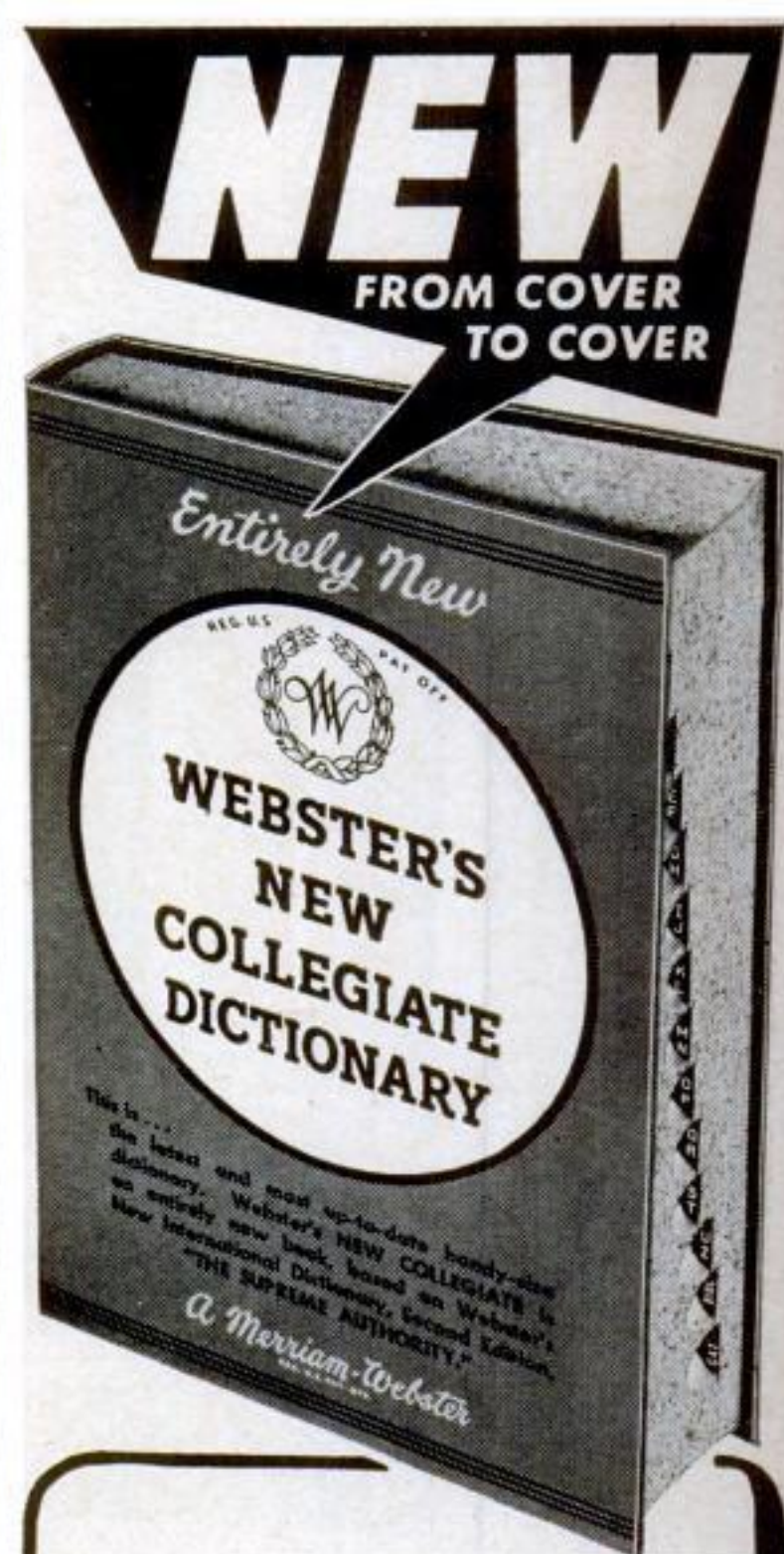
The Cooperative League
Chicago, Ill.

Sirs:

I have never been able to understand economics as dished up by the professors. But your editorial "There Is Another Way!" seems somehow to make solid sense. Above all, your way sounds like so much more fun than government control.

MIRIAM S. CABARGA
Woodside, N.Y.

CONTINUED ON PAGE 13



The Most Up-to-Date
and Most Authoritative
Handy-Size Dictionary!

A Merriam-
Webster

REG. U.S. PAT. OFF.

WEBSTER'S NEW
COLLEGIATE DICTIONARY

is an entirely new work, enlarged and completely rewritten to cover man's new knowledge in every field. It is based on the big *Webster's New International Dictionary, Second Edition*—the "Supreme Authority"—and is characterized by the same outstanding scholarship.

More than 125,000 Entries
—2,300 Terms Illustrated!

New type—new plates—hundreds of new words! Definitions are clear, concise, easy to understand. A wealth of useful information for everyone who reads, writes, or studies. Thumb-indexed. \$6.00 and up, depending on binding. At your bookseller's, or mail coupon for further information to the publishers:

G. & C. Merriam Company,
Springfield 2, Mass.

G. & C. Merriam Co., Dept. 401,
Springfield 2, Mass.

Please send me free illustrated leaflet describing *Webster's New Collegiate Dictionary*.

Name.....

Address.....

City &
Zone No..... State.....

She's wearing Chen Yu's Double Peony... Clare Potter dress, Sally Victor hat, peonies by Flower Modes... all at Carson Pirie Scott.



CHEN
YU

Chen Yu's

Double Peony

fascinating new double red
for spring in lipstick
and matching nail lacquer



Ancient Chinese symbol of love and beauty, happiness and riches... Double Peony. Translated by Chen Yu into a brilliant new double red to wear with everything you own. A flame with rosy undertones... double bright, doubly beautiful. Wear it on lips and finger tips. Wear it as a sign of all that you are, all that you hope to be in this spring of 1950. Hypo-allergenic (safe for day-in, day-out use) as accepted by the Committee on Cosmetics of the American Medical Association for advertising in the journals of the A. M. A.

Chen Yu Lipstick \$1.00. Nail Lacquer 60¢. Double Peony package, \$1.60. Prices plus tax.

Listen to Walter Winchell, ABC Network, Sunday Nights.

LONGER-LASTING...IT'S GENUINE LACQUER...CHEN YU INC., A DIVISION OF RICHARD HUDNUT

Come fill your shopping basket at the

Del Monte

BRAND

Spring



of canned food values! So many varieties-good eating for all!

So watch for the **DEL MONTE** Spring Garden Show in your neighborhood. It's a prize-winning array of flavor values. Put on your new spring bonnet! Come on down and stock up!

NIPPY WEATHER STILL
AHEAD. BE SURE OF PLENTY
OF ALL THESE DELICIOUS
"FLAVOR FIRST" FOODS!

IT'S YOUR CHANCE TO
ASK YOURSELF A BIG
BOUTQUET OF VALUES — ALL
WITH FAMOUS **DEL MONTE**
QUALITY AND FLAVOR!

Pfff!

IT'S FILLED!



Sheaffer's *NEW TOUCH DOWN* Filler

Just touch-down...it's no trick! Just that simple—just that quick! A single down-stroke and air alone does the work...empties...cleans...refills your new Sheaffer's pen completely! Never before has there been a pen like Sheaffer's Touchdown. See it—try it at your Sheaffer dealer's.

W. A. Sheaffer Pen Co., Ft. Madison, Iowa, U.S.A. In Canada: Malton, Ont.



SHEAFFER'S

WHITE DOT • OF DISTINCTION

One MORE Good Reason
why Sheaffer's is
America's First Choice

SENTINEL

Pen . . . \$15.00

Other pieces \$10.00 and \$5.00

Ladies' Tuckaway Size, same price

Gift Packaged Free

THROW AWAY NICOTINE



When the Filter in Medico Pipes or Cigarette Holders turns brown, throw it away with the nicotine, tars, juices and flakes it has trapped. Insert a fresh Filter for cooler, cleaner, dryer, purer smoking!

MEDICO V. F. Q. (VERY FINE QUALITY)
Pipes of specially selected imported briar. \$2
Wide variety of shapes. With 10 filters... \$2
Also Frank Medico "Standard"...
America's Outstanding Dollar (\$1) Pipe
Frank Medico Cigarette Holders \$1 & \$2

MEDICO
FILTERED SMOKING
Write to S. M. Frank & Co., New York 22, for booklet L
ALL MEDICO PIPES NOW MADE OF
PRE-WAR QUALITY IMPORTED BRIAR

Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
insurance and fidelity
and surety bonds.

See your Hartford agent
or insurance broker

**HARTFORD FIRE
INSURANCE COMPANY**
**HARTFORD ACCIDENT
AND INDEMNITY COMPANY**
**HARTFORD LIVE STOCK
INSURANCE COMPANY**
HARTFORD 15, CONNECTICUT

LETTERS TO THE EDITORS

—CONTINUED—

CORRECTION ON AUBURN

Sirs:
Your so-called Auburn University is the Alabama Polytechnic Institute at Auburn, Ala. ("Politicking Starts Early in the South," LIFE, Mar. 27). Auburn is a nickname for the school.
JOHN HOWSON
New Orleans, La.

Sirs:
The *Auburn Plainsman*, student publication of Alabama Polytechnic Institute, for some time has advocated the adoption of the name Auburn University to replace the present title. No action has ever been taken or proposed, but it is gratifying that LIFE chooses to recognize us as a university.
ED CRAWFORD
Auburn, Ala.

ANTIHISTAMINES

Sirs:
There were tears in my eyes as I read about "Antihistamines" (LIFE, Mar. 27). The tears came from a cold in the head I've had since my boss, Mister Joe, feverishly embraced one of those cold-control plans. Mister Joe was the first to seize the idea of chucking Inhiston cold tablets down the throats of his employees in Kings Super Markets in New Jersey. He did this so he could say that it's healthy to shop in Kings. On a lot of clerks, the antihistamines worked swell. They not only shook off colds—they worked faster. To others, it meant nothing. They sneezed, sniffled and coughed—and Mister Joe got roughest cold in 14 years. Every time an employee sniffled in a Kings Market, 20 customers snickered. Very, very embarrassing.
M. E. BUCK
Kings Super Markets
East Orange, N.J.

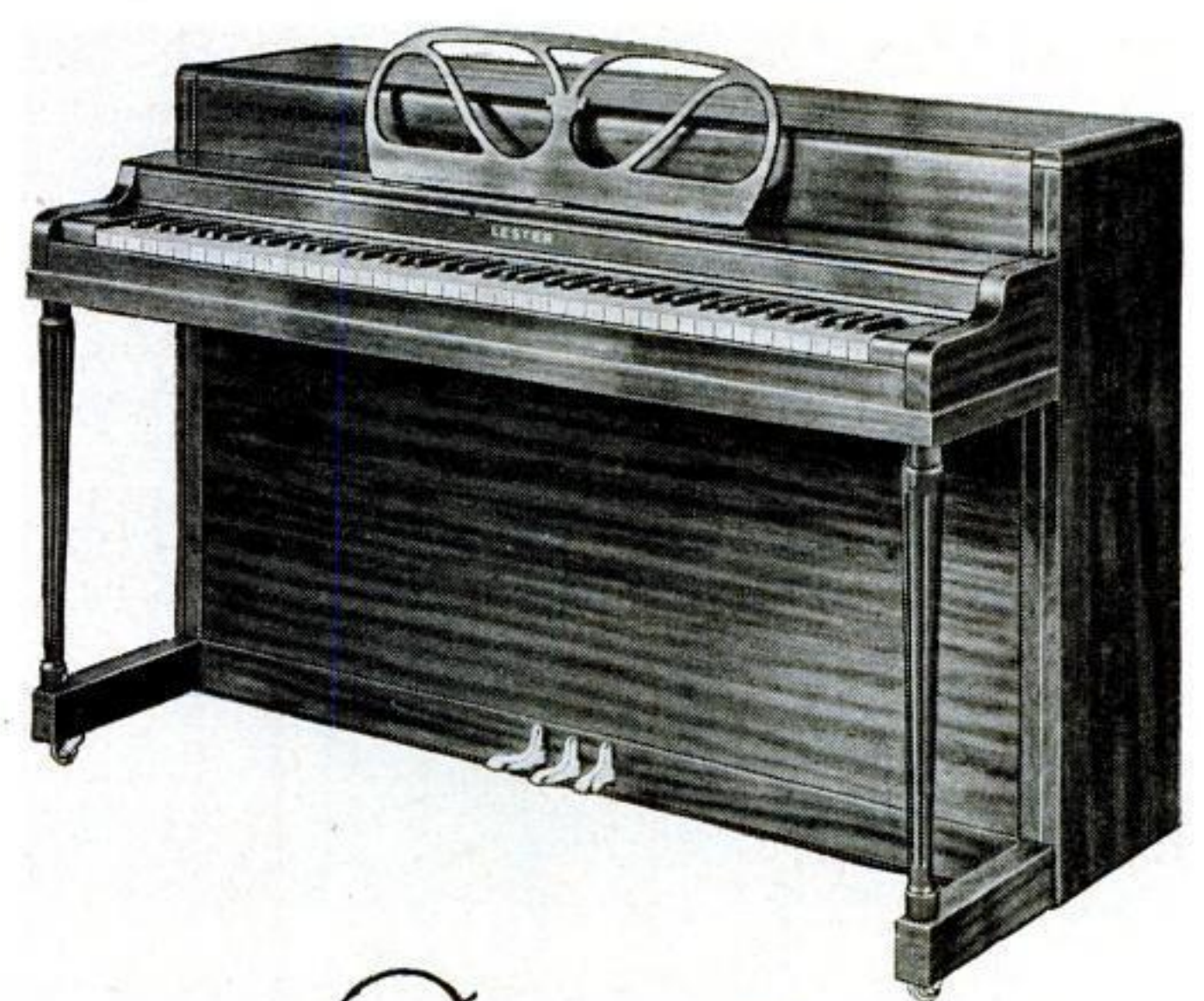


JOE'S PLAN

Sirs:
One million thanks for your article on antihistamines.
THEODORE KATZ, D.D.S.
New York, N.Y.
● Since publication of LIFE's story, the Federal Trade Commission has
CONTINUED ON NEXT PAGE

Address all editorial and advertising correspondence to: LIFE, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y. Time Inc. also publishes TIME, FORTUNE and THE ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President and Treasurer, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice Presidents, Allen Grover, Andrew Heiskell, C. D. Jackson, J. A. Linen, P. I. Prentice; Vice President & Secretary, D. W. Brumbaugh; Comptroller & Assistant Secretary, A. W. Carlson; Circulation Director, F. DeW. Pratt; Producer, THE MARCH OF TIME, Richard de Rochemont.

Dollar for Dollar your best piano buy



LESTER *Betsy Ross Spinet*

62nd
ANNIVERSARY
MODEL

\$595
F. O. B. LESTER, PENNSYLVANIA

a
beautiful
piano
with
magnificent tone

ONE {name quality price}

sold by
America's foremost
piano dealers

Lester presents the 62nd Anniversary Model with real pride! Identical in quality construction and musical excellence with higher priced models... this genuine Betsy Ross Spinet is unquestionably your best piano buy.

Acclaimed for glorious tone, easy touch and resonant volume... it is a full 88 note instrument... gracefully styled in satin-smooth mahogany.

See this outstanding Betsy Ross Spinet without delay. Ask about Lester's 15 famous features including the ten year guarantee and the exclusive Damp-Chaser to insure regulated moisture control.

MAIL THIS
COUPON FOR
Free
ILLUSTRATED
BOOKLET

Lester Piano Manufacturing Co., Inc., Lester 13, Pa.
Send me your FREE 24-page illustrated book showing piano arrangement in the home.
Name _____
Address _____
City _____
Zone No. _____ State _____ L 5D
Foreign Sales Representatives: H. A. ASTLETT & CO., 27 William St., New York 5, N. Y.

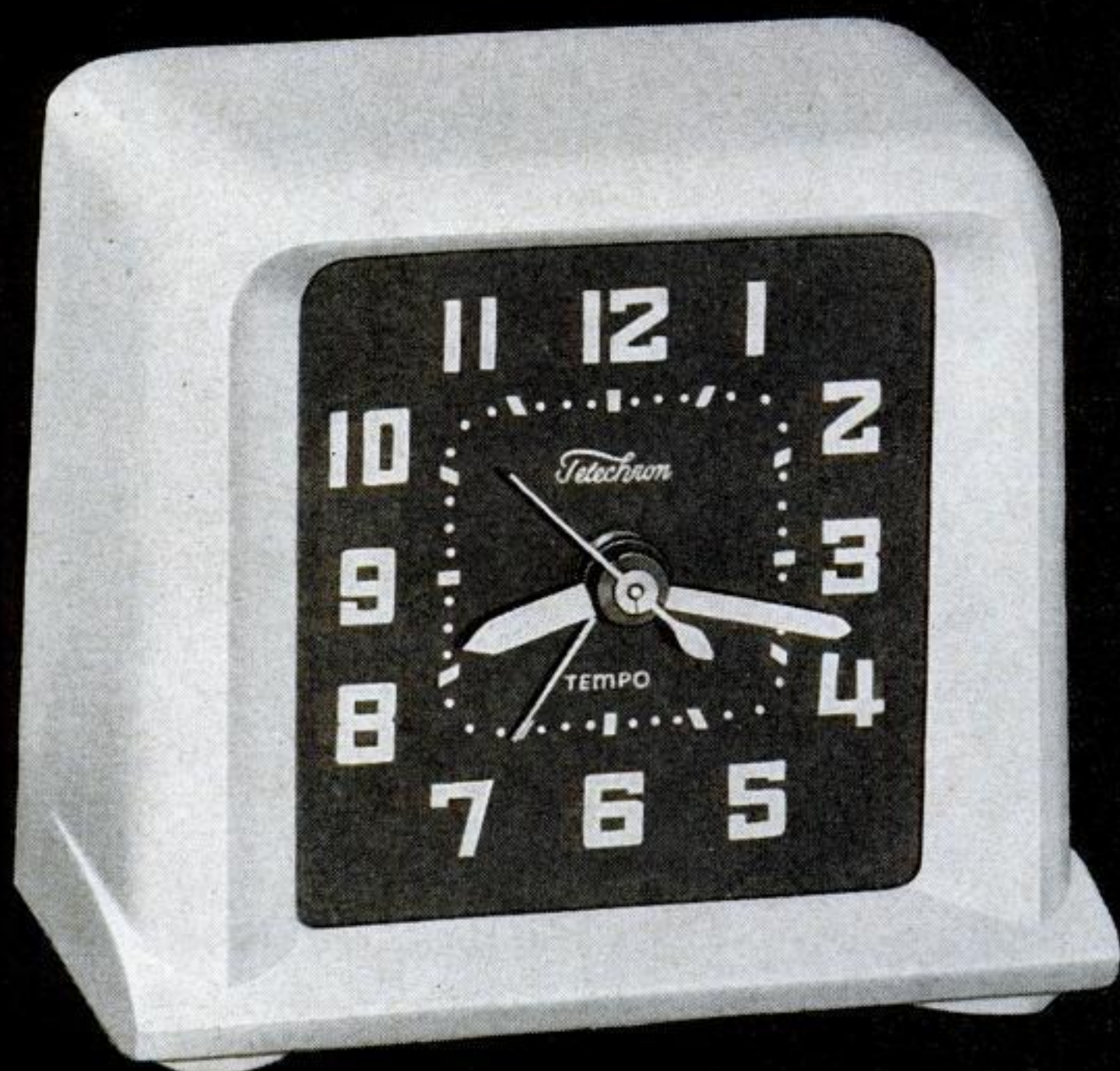
The LESTER GRAND PIANO is the Official Piano of the Philadelphia Orchestra

amazing fact!

Telechron electric clocks

with synchro-sealed motor

can't run wrong!



TEMPO, Telechron
ELECTRIC ALARM CLOCK.
Ivory color. Luminous features.
28 other Telechron electric clocks
— \$3.98 to \$37

\$4.95

All prices plus tax
Prices and specifications subject to change

Dependable accuracy is the thrilling story of your Telechron electric clock. Its Synchro-Sealed Motor, with oil supply sealed against dust and dirt, is synchronized perfectly with local electric power plant master clocks (almost all Telechron-made) . . . so that your silent, smooth-running Telechron clock literally can't run wrong! More — Telechron electric clocks need no winding, no regulating. And they all carry a full-year written warranty. Many have been in service as long as 20 years. Telechron Inc., Ashland, Mass. A General Electric Affiliate.

Be sure that you buy *Telechron*[®]
electric clocks that can't run wrong

LETTERS TO THE EDITORS

CONTINUED

issued complaints of false and misleading advertising against the makers of Anahist, Resistab and Kriptin. The drug companies called the charges erroneous.—ED.

PEGGY

Sirs:

In your "Speaking of Pictures" (LIFE, Feb. 27) you show a girl whom you identify as Peggy Purdy. This is an error. In reality, she is Barbara



PEGGY PURDY

Leslie, who is 5 feet 10 inches tall, whereas Peggy Purdy is a petite 5 feet four inches.

LORETTA MARSHALL
Marshall Models Agency
New York, N.Y.

**Please
send**



to _____ NAME

_____ ADDRESS

CITY _____ ZONE _____ STATE _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$ _____

Please Bill Me ☐

Canada: 1 yr., \$6.50

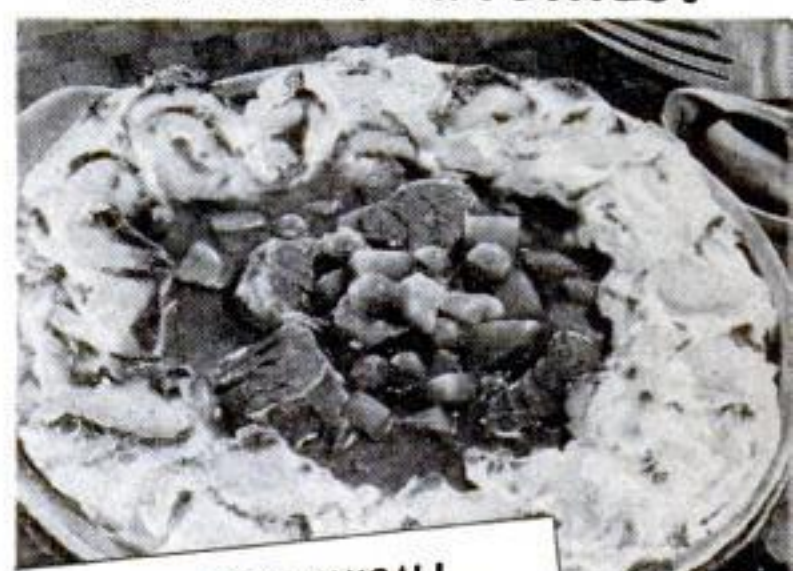
Give to your newsdealer or to your local subscription representative

or mail to **LIFE**

540 N. Michigan Ave., Chicago 11, Ill.

L-4-17

Tomorrow! COTTAGE MEAT PIE FOR HUSKY APPETITES!



EASY! ECONOMICAL! COTTAGE MEAT PIE

- 1 small onion, chopped
- 1 tablespoon shortening
- 1 can Franco-American Beef Gravy
- 2 cups diced left-over meat
- 1 cup diced cooked carrots
- 1/2 cup cooked peas
- 2 cups seasoned mashed potatoes

Heat oven to 450° F. (hot). Cook onion in shortening until soft. Combine with Franco-American Beef Gravy, meat, carrots and peas; pour into greased 1 1/2 qt. casserole. Top with mashed potatoes; bake at 450° F. for 25 min. or until potatoes are browned. Makes six servings.



Made from the juices of selected beef...with that genuine roasting pan flavor! Delicious served hot with any meat-and-potato dinner. On sandwiches. In stews. Or add it to make your own gravy s-t-r-e-t-c-h.

**Franco-American
Beef Gravy makes the meal!**



**MOM GIVES 'EM
A LIFT...**

when she serves delicious Cocomalt at breakfast! Cocomalt has extra energy that gets kids off to a flying start—extra vitamins and minerals that help to build strong bodies and sturdy bones. Kids love that Cocomalt flavor, hot or cold.



SERVE

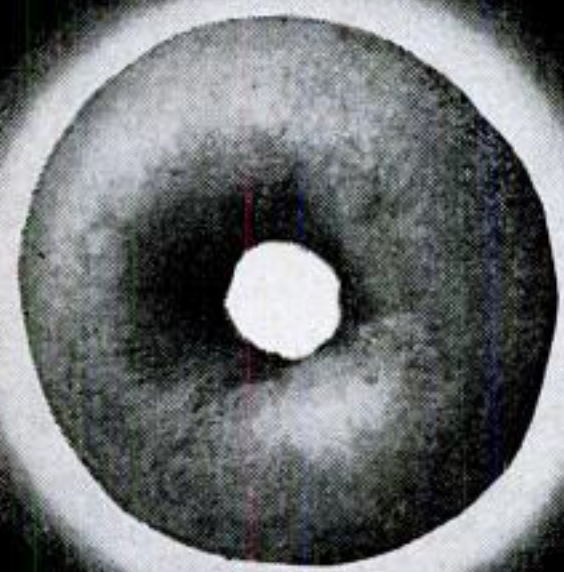
Cocomalt

TODAY

Made by the Makers of Davis Baking Powder and SWEL for Fudge and Frosting.

mayflower

FRESH
DONUTS



best
you
can
buy



FOR
breakfast
snacks
desserts

NATIONAL
DONUT WEEK
APRIL 15-22

Great golden-crisp
rings of fluffy, tender
goodness... delicious,
wonderful. Look for the
bright blue box.

mayflower

FRESH
DONUTS

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR . John Shaw Billings

BOARD OF EDITORS

Daniel Longwell CHAIRMAN
Edward K. Thompson MANAGING EDITOR
Maitland A. Edey } ASSISTANT
Sidney L. James } MANAGING EDITORS
John Osborne } EDITORIAL PAGE
John Chamberlain }
Charles Tudor ART DIRECTOR

Fillmore Calhoun, Emmet Hughes,
Joseph Kastner, Philip H. Wootton Jr.

STAFF WRITERS

Noel F. Busch, Robert Coughlan, Ernest
Havemann, Oliver Jensen, Charles J. V.
Murphy, Winthrop Sargeant.

STAFF PHOTOGRAPHERS

Ray Mackland (picture editor), O. A.
Graubner (darkroom), Jack Birns, Cornell
Capa, Edward Clark, Ralph Crane, Loomis
Dean, David Douglas Duncan, Alfred Eisen-
staedt, Eliot Elisofon, J. R. Eyerman, N. R.
Farbman, Andreas Feininger, Albert Fenn,
Herbert Gehr, Fritz Goro, Allan Grant,
Bernard Hoffman, Yale Joel, Mark Kauff-
man, Dmitri Kessel, Wallace Kirkland, Ni-
na Leen, Thomas McAvoy, Francis Miller,
Ralph Morse, Gordon Parks, John Phillips,
Michael Rougier, Walter Sanders, Frank
Scherschel, Joe Scherschel, George Silk,
George Skadding, W. Eugene Smith, Peter
Stackpole, Charles Steinheimer, William J.
Sumits.

ASSISTANT EDITORS

Oliver Allen, Herbert Brean, Earl Brown,
Robert Campbell, John Dille, David Drei-
man, Gene Farmer, William F. Gray, Wil-
liam Jay Gold, George Hunt, Richard W.
Johnston, Sally Kirkland, Percy Knauth,
Kenneth MacLeish, Tom Prideaux, Claude
Stanush, John Thorne, Margit Varga,
Robert Wallace, Robert Wernick, A. B. C.
Whipple, Richard L. Williams.

RESEARCH STAFF

Marian A. MacPhail CHIEF
Assistants: Jo Sheehan, Ruth Dennis, Mary
Leatherbee, Irene Saint, Valerie Vonder-
muhl.

REPORTERS: Ruth Adams, Constance Bab-
ington-Smith, Barbara Ballou, Mary Eliza-
beth Barber, Rowland Barber, Margaret
Bassett, Dean Brelis, Mathilde Camacho,
Tom Carmichael, Kay Doering, Laura
Eker, Jane Estes, Phyllis Feldkamp, Ger-
trudis Feliu, Jean Ferriss, Honor Fitzpat-
rick, Nancy Genet, Doris Getsinger, Patricia
Gilbert, Ralph Graves, Clarissa Hafner,
Terry Harnan, Jacquelyn Hinds, Jean Holt,
Sally Iselin, Edward Kern, Eileen Lanou-
ette, James Leberthal, Marcia Legere,
Jeanne LeMonnier, Geraldine Lux, Dana
Munro, Eleanor Parish, Joan Reiter, Jane
Rieker, Dorothy Seiberling, George Shiras,
Kathleen Shortall, Patricia Smith, Holly
Sonneland, Margaret Swope, Loudon Wain-
wright, Jane Wilson, Monica Wyatt, War-
ren Young.

COPY READERS: Helen Deuell (Chief), Ber-
nice Adelson, Hilda Edson, Dorothy Illson,
Rachel Tuckerman.

PICTURE BUREAU

Dorothy Hoover CHIEF
Alma Eggleston (library), Natalie Kosok,
Jane Bartles, Barbara Brewster, Mary Carr,
Betty Doyle, Margaret Goldsmith, Jennie
Hart, Ruth Lester, Maude Milar, Helen
Rounds, Margaret Sargent.

LAYOUT

Michael Phillips, Bernard Quint, William
Gallagher, Hilde Adelsberger, Matt Greene,
Earl Kersh, Anthony Sodaro, Frank Stock-
man, Dorothy Witkin, Alfred Zingaro.

NEWS SERVICES

DOMESTIC: Robert T. Elson (Chief), Law-
rence Laybourne, Coles Phinizy, Bureau—
WASHINGTON: James Shepley, Edward F.
Jones, Robert Parker, Ruth Thomas, David
Zeitlin; CHICAGO: Hugh Moffett, Frank
Campion, Charles Champlin, Norman Ross;
LOS ANGELES: Fritz Goodwin, Gene Cook,
John Bryson, Robert Cahn, Stanley Flink,
Jeanne Stahl, Theodore Strauss; ATLANTA:
William S. Howland, Ron Reynolds; Bos-
ton: Jeff Wylie, Don Morris; DALLAS: Wil-
liam Johnson, James Truitt; DENVER: Bar-
ron Beshoar; DETROIT: Fred Collins, Robert
Drew; SAN FRANCISCO: Martin O'Neill,
Milton Orshesky; SEATTLE: James L.
McConaughy Jr.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, G. W.
Churchill, Bureau—LONDON: Eric Gibbs,
George Caturani, Frances Levison, Patricia
Beck, Joann McQuiston, Monica Horne;
PARIS: Andre Laguerre, John Jenkinson,
John Stanton, Barbara O'Connor, Lee
Eitington, Dora Jane Hamblin; BERLIN:
Enno Hobbing, Will Lang, David Richard-
son; ROME: George E. Jones, John Luter,
Roy Rowan; ATHENS: Mary Barber; Bom-
bay: Robert Lubar; BANGKOK: Elmer
Lower; TOKYO: Carl Mydans; MEXICO
CITY: Robert Spiers Benjamin; RIO DE
JANEIRO: William W. White; BUENOS
AIRES: Robert Neville.

PUBLISHER

Andrew Heiskell

ADVERTISING MANAGER
Clay Buckhout

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!



Gives fragrant
"soft-water" lather
—needs no
special rinse!

Removes
embarrassing
dandruff from both
hair and scalp!



Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
dirt-catching film. Halo, made
with a new patented ingredient,
contains no soap, no sticky oils.

Thus Halo glorifies your hair
the very first time you use it.

Ask for Halo—America's
favorite shampoo—at any drug
or cosmetic counter!



Halo reveals the hidden beauty of your hair!



SAVE! SAVE! A Penny More

REXALL'S

Your Rexall Family Druggist invites you to hear
ALICE FAYE & PHIL HARRIS • Every Sunday—NBC

AT REXALL DRUG

Beauty Bargain!

CARA NOME BEAUTY KIT

- 5 Beauty-Aids
• Cleansing Cream
• Astringent Cream
• Skin Lotion
• Astringent
• Face Powder

Five Cara Nome essentials for basic, daily beauty care, all in one handy, dressing-table kit. Your choice of two—one designed for oily skin, one for dry or normal skin. Regular price for either kit, \$1.50. Now—half price plus 1c!

76c

- ☐ Rubber Gloves Rex-Maid, household, pr. 75c **2 for 76c**
- ☐ Rexall Puretest Rubbing Alcohol, pt. 59c **2 for 60c**
- ☐ Opalite Combs, rattail or dressing . . . 10c **2 for 11c**
- ☐ White Envelopes, Medford 6 1/4" 22's . . . 10c **2 for 11c**
- ☐ Ink Tablets, Note-size, plain or ruled, . . . 10c **2 for 11c**
- ☐ Rexall Soda Mint Tablets, antacid . . . 35c **2 for 36c**
- ☐ Klenzo Antiseptic, red mouthwash, pt., 69c **2 for 70c**
- ☐ Helen Cornell Hormone Cream . . . **2 for \$1.01**
- ☐ Victoria Fountain Syringe, 2 qt. \$2.19 **2 for \$2.20**
- ☐ Rexall Tincture Iodine, 1 ounce . . . 25c **2 for 26c**
- ☐ Rexall Boric Acid, powder, crystals . . . 29c **2 for 30c**
- ☐ Rexall Hydrogen Peroxide, USP 3%, pt. 45c **2 for 46c**
- ☐ Rexall Eyelo, soothes, cleanses eyes, 8 oz. 59c **2 for 60c**

REXALL REMEDIES

- ☐ Rexall Foot Balm, soothes tender feet 43c **2 for 44c**
- ☐ Rexall Throat Gargle, reduces soreness **2 for 70c**
- ☐ Rexall Rex-Rub, muscle ache relief 89c **2 for 90c**
- ☐ Rexall Nose Drops, non-oily, 1 oz. . . 43c **2 for 44c**
- ☐ White Pine Tar & Wild Cherry, 3 oz. . . 39c **2 for 40c**
- ☐ Analgesic Liquid, rubbing liniment, 57c **2 for 58c**
- ☐ Rexall Castor Oil, Aromatic, 3 oz. . . 43c **2 for 44c**
- ☐ Rexall Eye Drops, soothe, cleanse. . . 33c **2 for 34c**
- ☐ Gypsy Cream Ointment, soothes skin 59c **2 for 60c**
- ☐ Rexall Headache Tablets . . . 29c **2 for 30c**
- ☐ Peptona, iron & appetite tonic, \$1.25 **2 for \$1.26**
- ☐ Rexall Quick-Acting Plaster . . . 50c **2 for 51c**
- ☐ Aspirex Cough Drops, contain aspirin 10c **2 for 11c**
- ☐ Rexall Prickly Heat Powder, 4 oz. . . 29c **2 for 30c**
- ☐ Rexallana Cough Syrup, Cocillana type 59c **2 for 60c**
- ☐ Rexall Cold Tablets, Special, 30's . . . 39c **2 for 40c**
- ☐ Spring Tabs., sulfur & cream tartar, 40c **2 for 41c**
- ☐ Antacid Gas Tabs., 40's . . . 35c **2 for 36c**
- ☐ Riker's Camphor Ice, 1 1/4 ounces. . . 15c **2 for 16c**

Nursery Special

REXALL QUIK-SWABS



No loss of time, no risk of infection, when you use these sterilized, cotton-tipped applicators . . . downy-white cotton securely attached to springy 3-inch sticks. A nursery and first-aid "must!"

100's, Reg. 27¢
2 For 28c

Twin Bargain

REXALL ALCO-REX



RUBBING ALCOHOL

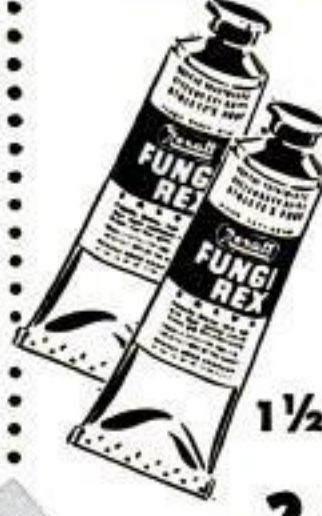
Here's your chance to stock up—for medicine chest and gym locker—on this cooling, invigorating body-rub for athlete or invalid. Rapid evaporation helps reduce body temperatures in fevers.

Reg. 39¢ pint
2 For 40c

ATHLETE'S FOOT?

2-Way Relief at Half-Cost

REXALL FUNGI-REX



An end to pain and itching—plus progressive killing of deeply hidden fungi—that's the two-way action you get with Fungi-Rex. No mess . . . no stain . . . it's greaseless!

1 1/2 oz. Reg. 63¢
2 For 64c

SHAVING SAVINGS

- ☐ Rexall Shaving Lotion, half pint . . . 55c **2 for 56c**
- ☐ Rexall Shaving Cream, lather, 2 1/4 oz. 35c **2 for 36c**
- ☐ Lavender Shaving Lotion, 4 oz. . . . 75c **2 for 76c**
- ☐ Rexall Jumbo Styptic Pencil 15c **2 for 16c**
- ☐ Harmony Bay Rum, full pint 59c **2 for 60c**
- ☐ Lavender Shave Bowl \$1.00 **2 for \$1.01**
- ☐ Lavender Men's Talc, 3 1/4 oz. 35c **2 for 36c**
- ☐ 5 Stag Razor Blades, single or double 25c **2 for 26c**

BUYS FOR BABIES

- ☐ Rexall Baby Cough Syrup, 3 oz. . . . 30c **2 for 31c**
- ☐ Hall's Borated Baby Talc, full pound, 49c **2 for 50c**
- ☐ Glycerin Suppositories, Infant's, 12's, 35c **2 for 36c**
- ☐ Baby Castile Soap, pure, mild . . . 15c **2 for 16c**

TOILETRY TIPS

- ☐ Adrienne Bath Salts, 13 oz. . . . \$1.00 **2 for \$1.01**
- ☐ Adrienne Bath Powder, 7 1/4 oz. box \$1.00 **2 for \$1.01**
- ☐ Adrienne Cologne, 4 oz. bottle . . . \$1.00 **2 for \$1.01**
- ☐ Glycerine & Rose Water, lotion, 4 oz. 37c **2 for 38c**
- ☐ Mascal's Hand Lotion, almond, pint, 59c **2 for 60c**
- ☐ Lonilan, soothes chafed skin, 1 oz., 25c **2 for 26c**
- ☐ Violet Cerate, beauty cream, 3 oz., 85c **2 for 86c**
- ☐ Lavender Bath Salts, 12 oz. jar, \$1.00 **2 for \$1.01**
- ☐ Lavender Body Powder, 9 oz. box, \$1.00 **2 for \$1.01**
- ☐ Lavender Cologne, 4 oz. \$1.00 **2 for \$1.01**
- ☐ Ilasol Hand Lotion, 8 oz. bottle . . . 75c **2 for 76c**
- ☐ "8480" Talcum, women's, lb. can . . . 49c **2 for 50c**
- ☐ Helen Cornell Strawberry Cleansing Cream, 8 oz. \$2.00 **2 for \$2.01**
- ☐ Helen Cornell Hair Lacquer, 4 oz. . . . 85c **2 for 86c**
- ☐ Helen Cornell Coconut Oil Shampoo, 85c **2 for 86c**
- ☐ Helen Cornell Wave Set, 8 oz. 60c **2 for 61c**
- ☐ Rexall Cream Deodorant, 1 1/2 oz. . . . 50c **2 for 51c**
- ☐ Lavender Deodorant Cologne, 4 oz., 75c **2 for 76c**
- ☐ Dainty Deodorant Powder, 4 oz. . . . 35c **2 for 36c**
- ☐ Lavender Toilet Soap, 3-cake box . . . 59c **2 for 60c**
- ☐ Langlois Dry Skin Soap, box of 4, \$1.20 **2 for \$1.21**

CHECK THESE MONEY SAVERS

Not 1c Sale Merchandise, but exceptional values too good to miss!

- ☐ "\$50,000" Chocolate Syrup, home-size . . . 3 for 29c
- ☐ Rexall Tooth Paste, 1 1/4-oz. tubes . . . 2 for 26c
- ☐ Rexall Milk of Magnesia Tooth Powder, 2 for 36c
- ☐ Mascal's Hand Cream, 6 1/4-oz. jar . . . 2 for 51c
- ☐ Rexall Liquid Deodorant, 2 ounces . . . 2 for 36c
- ☐ Klenzo Germicidal Soap, 1% strength . . . 2 for 31c
- ☐ Rexall Baby Powder, antiseptic, 4 oz. . . 2 for 30c
- ☐ Rexall Baby Cream, pure, soothing, 1 oz. 2 for 30c
- ☐ Rexall Antiseptic Baby Oil, 6 oz. . . . 2 for 58c
- ☐ Rexall Baby Lotion, antiseptic, 6 oz. . . 2 for 58c
- ☐ Rex-Seltzer, alkalizing seltzer tabs., 25's 2 for 55c
- ☐ Rexall Beef, Wine & Iron, tonic, pint 2 for \$1.41
- ☐ Rexall Analgesic Balm, medium size . . . 2 for 51c
- ☐ Rexall Aga-Rex Compound, laxative, pt. 2 for \$1.11
- ☐ Rexall Boric Acid Ointment, white, 1 oz. 2 for 26c
- ☐ Rexall Spirits Ammonia, aromatic, 1 oz. 2 for 30c
- ☐ Rexall Milk of Magnesia Tabs., 36's . . . 2 for 26c
- ☐ Rexall Spirits Camphor, 1 ounce . . . 2 for 36c
- ☐ Rexall Beta Caps, Vitamin B, 100's . . . 2 for \$2.11
- ☐ Rexall A & D Tablets, child's, 100's . . . 2 for \$1.21
- ☐ Rexall Polycaps, child, multi-vitamin 2 for \$2.01
- ☐ Rexall Percocod, A & D Vit., 110's . . . 2 for \$1.01
- ☐ Rexall Panovite ABCD&G Caps, 100's 2 for \$3.20
- ☐ Rexall Thiamine Tabs., B1 5 mg. 100's 2 for \$1.20
- ☐ Rexall Yeast & Iron Tabs., 100's . . . 2 for 76c
- ☐ Brewer's Yeast Tabs., B Complex, 100's 2 for 51c
- ☐ Rexall ABDG Capsules, 100's . . . 2 for \$1.66
- ☐ Rexall Puretest Mineral Oil, pint . . . 2 for 86c
- ☐ Rexall Zinc Oxide Ointment, 1 ounce . . . 2 for 26c
- ☐ Rexall Castor Oil, mild action, 3 oz. . . 2 for 36c
- ☐ Rexall Witch Hazel, Astringent, pint . . . 2 for 51c
- ☐ Rexall Camphorated Oil, liniment, 4 oz. 2 for 56c
- ☐ Cascara Comp. Tabs., Hinkle, lax., 100's 2 for 46c
- ☐ Rexall Epsom Salts, medicinally pure, lb. 2 for 38c
- ☐ Rexall Lanolin Soap, 3 cakes to box . . . 2 for 76c
- ☐ Pine Oil Disinfectant, No. 6, pint . . . 2 for 96c
- ☐ Elkay's Insecticide, 5% DDT, pint . . . 2 for 50c
- ☐ Elkay's Cedar Chest Compound, 8 oz. . . 2 for 31c
- ☐ Elkay's Glass Cleaner, less rubbing, 8 oz. 2 for 26c
- ☐ Household Cement, Belmont's 2 for 26c

Super-Shaving Value

LAVENDER MENTHOLATED SHAVE CREAM



3 1/4 oz. Reg. 49c
2 For 50c

Brushless or Lather

Money-saving, stock-up chance for men with tough beards and tender skin. Get quick, easy, no-sting, no-cut shaves. Buy two, and pocket the difference!

SPECIALS WHILE STOCKS LAST

Rexall Milk of Magnesia TOOTH PASTE



3 For 59c

Alkalizing dentifrice that cleans teeth, sweetens breath. A regular \$1.50 value.

Liggett Jumbo-Size CHOCOLATE BARS



3 For 43c

Rich, creamy milk chocolate, plain or almond. Regular price, 25c each.

... YOU CAN DEPEND ON ANY DRUG

Buys Twice as Much!

1¢ SALE

STORES EVERYWHERE

SALE DAYS

Thursday . APRIL 20

Friday . . . APRIL 21

Saturday . APRIL 22

THROUGH

Monday . . APRIL 24

STATIONERY SCOOPS

- Cascade Linen Pound Paper, 50 sheets, 65c 2 for 66c
- Cascade Linen Pound Envelopes, 50, 65c 2 for 66c
- Lord Baltimore, 24 sheets, 24 env., 75c 2 for 76c
- Wedgewood Envelopes, 18 lge. white, 15c 2 for 16c
- Leader Tablet, 8 x 10, ink, ruled, 10c 2 for 11c
- Ink, washable or permanent, 3 oz., 15c 2 for 16c
- Cascade Correspondence Cards, 24, 70c 2 for 71c
- Lord Baltimore Golden Notes, 10, 50c 2 for 51c
- Cascade All-Occasion Notes, 10, engraved 2 for 51c
- Every-Day Greeting Cards, 21, \$1.00 2 for \$1.01
- Lead Pencils, Old Colony, No. 2, 5c 2 for 6c

DENTAL BARGAINS

- Briten Ammoniated Tooth Powder, 49c 2 for 50c
- Sodium Perborate, flavored, 4 oz., 39c 2 for 40c
- Denture Adhesive Powder, 3 oz., 55c 2 for 56c
- Rexall Denture Plate Cleanser, 5 oz., 50c 2 for 51c
- Rexall Denture Adhesive Jelly, 2 oz., 60c 2 for 61c

HOUSEHOLD HELPS

- Wickstyle Household Deodorant, 6 oz., 59c 2 for 60c
- Insect Repellent Liquid 448, on skin or clothing, repels mosquitoes, gnats, etc., 59c 2 for 60c
- Floor-Brite Liquid Wax, no-rub, pint, 59c 2 for 60c
- Insecticide Powder, 10% DDT, 39c 2 for 40c
- Elkey's Klens-All Spot Remover, 4 oz., 25c 2 for 26c
- No. 6 Disinfectant, dilute with water, for personal use or as household disinfectant, pt. 64c 2 for 65c

HAIR GROOM BUYS

- Cream Hair Tonic, contains lanolin, 49c 2 for 50c
- Rexall Hair Oil, scented, 4 oz., 25c 2 for 26c
- Petroleum Hair Rub, liquid, 6 oz., 50c 2 for 51c
- Rexall Hair Tonic, regular, 5 oz., 49c 2 for 50c
- Goodform Nylon Hair Net, 7 shades, 10c 2 for 11c
- Hard Rubber Comb, 7", 2 styles, 25c 2 for 26c
- Rattail Comb, Hard Rubber, 8", 25c 2 for 26c

MEDICINE CHEST VALUES

- Rexall Aspirin Tabs., 36 in handy tin, 25c 2 for 26c
- Rexall Epsom Salts, medicinally pure 15c 2 for 16c
- Essence Peppermint, warms stomach 45c 2 for 46c
- Rexall Boric Acid Solution, 25c 2 for 26c
- Rexall Tincture Green Soap, 4 oz., 35c 2 for 36c
- Rexall Puretest Milk of Magnesia, pt. 50c 2 for 51c
- Cascara Sagrada, aromatic fluid extract 2 for 76c
- Rexall Cold Sore Lotion, 1/4 oz., 29c 2 for 30c
- Rexall Hygienic Powder, dissolves in water for use in spray, gargle, syringe, 65c 2 for 66c
- Rexall Vitamin C Tabs., 50 mgs., 40's 59c 2 for 60c
- Rexall Ascorbic Acid Tabs., 100 mgs., 40's 2 for 90c
- Rexall Carbolic Salve, burn dressing, 35c 2 for 36c
- Rex-Salvine, antiseptic salve for burns 2 for 50c
- Rexall Surgical Powder, 25c 2 for 26c
- Rexall Saccharin Tablets, 1000's, 1/4 gr. 86c 2 for 87c
- Rexall Saccharin Tabs., 1000's, 1/4 gr. 2 for \$1.04
- Monacet Tabs., aspirin compound, 25's 2 for 30c
- Rexall Sodium Bicarbonate, U.S.P. lb. 33c 2 for 34c

- Rexall Foot Powder, for aching feet, 4oz. 29c 2 for 30c
- Rexall Toothache Drops, large size, 25c 2 for 26c
- Rexall Mercurochrome, 2%, 1/2 oz., 25c 2 for 26c
- Gypsy Cream Lotion, for sunburn, 8oz. 59c 2 for 60c
- Victoria Water Bottle, 2-qt., sturdy \$1.89 2 for \$1.90
- Glycerin Suppositories, adult, 12's, 35c 2 for 36c
- Corn Solvent, painless corn remover, 29c 2 for 30c
- Lavender Bubble Bath, 20 packets, \$1 2 for \$1.01
- Belmont Ball-Point Pen . . . \$1.00 2 for \$1.01
- Rexall Brushless Shave Cream . . 35c 2 for 36c
- Klenzo Toothbrush, nylon, choice of shapes 2 for 30c
- Rexall Theatrical Cold Cream, lb., \$1 2 for \$1.01
- Rexall Glycerin, skin softener, 3 oz. . . 45c 2 for 46c

Double Value REXALL Mi-31 All-Around Antiseptic

Tangy, amber-colored, astringent . . . one of America's most popular mouthwashes, gargles and breath-deodorants. Used full strength, it kills contacted germs in a few seconds. Excellent as first-aid dressing for minor burns, cuts and skin irritations.

Reg. 69c pint

2 For 70c



Bargain Buy

REXALL PETROFOL MINERAL OIL

Specially refined for extra-heavy body... gives prompt and gentle relief. Non-irritating... non-habit forming... tasteless, odorless, and colorless.

Reg. 59c Pint

2 For 60c



Savings Scoop

REXALL MILK OF MAGNESIA

In the Blue Bottle

Rexall's special formula makes this popular antacid-laxative so pure, mild and creamy-smooth it's even safe for children. No unpleasant "earthy" taste... goes down easy!

Reg. 39c Pint

2 For 40c



Double Up and Save

REXALL ASPIRIN

No faster-acting aspirin made! By laboratory test, disintegrates faster than any other leading brand tested. One hundred regular 5-grain tablets.

Reg. 49c Bottle

2 For 50c



Bargain for Baby REXALL STORK NURSER



Reg. 8 oz. 35c size

2 For 36c

Cap guards nipple in refrigerator. No last minute adjustment. Remove cap, warm bottle, feed baby!



- Face Powder 5 Shades
- Cold Cream 3 Ounces
- Cleansing Cream 3 Ounces
- Skin Lotion 4 Ounces
- Lipstick 4 Shades
- Perfume 1/4 Ounce

ADRIENNE Beauty Aids

Any 2 Identical Items

2 For 76c

Reg. 75c each

Stock up at this money-saving price on basic essentials for daily skin care, plus fashion-smart beauty-aids that make for perfect grooming.

ONE-DAY-ONLY VALUES

THURSDAY ONLY

Stationery Bargain
**LORD BALTIMORE
CLASSIC LETTERS**

Reg. \$1 **39c**

FRIDAY ONLY

Skin Care Scoop
"8480"
BUTTERMILK SOAP

Box of 6 cakes
Reg. 59c **39c**

SATURDAY ONLY

Elegant
FACIAL TISSUES

Pkg. of 300
3 **44c**

Rexall

DRUGGISTS OF AMERICA

Prices listed in this advertisement that refer to size or value represent the manufacturer's suggested full retail price. Cosmetic items are subject to Federal Tax. Rexall Drug Co., Los Angeles 48.

PRODUCT THAT BEARS THE NAME REXALL



A PERSIAN DOES A PIROUETTE



A SKATER DOES A SPREAD-EAGLE

SPEAKING OF PICTURES . . .

A British magazine has lots of fun matching up "doubleable" photographs

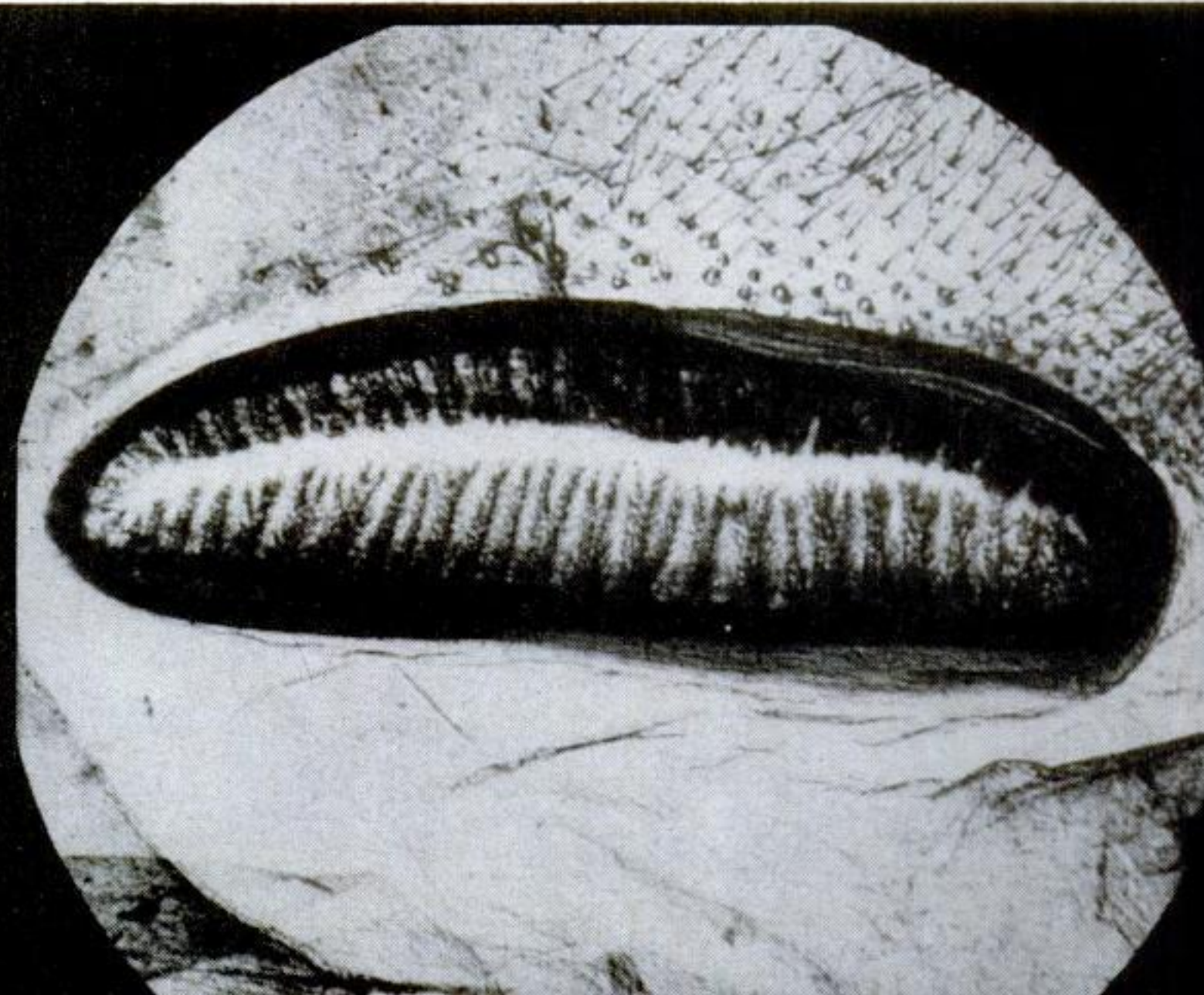
Pictures that come to the editors of *Lilliput*, a pocket-size British monthly, are always reminding them of something else. Sometimes pictures like the ones above turn up by accident at an editorial

conference. Other times a photograph of an insect's anatomy (*below, right*) comes in and calls automatically for a match. Finding what the editors call "doubleable" pictures has proved such fun that

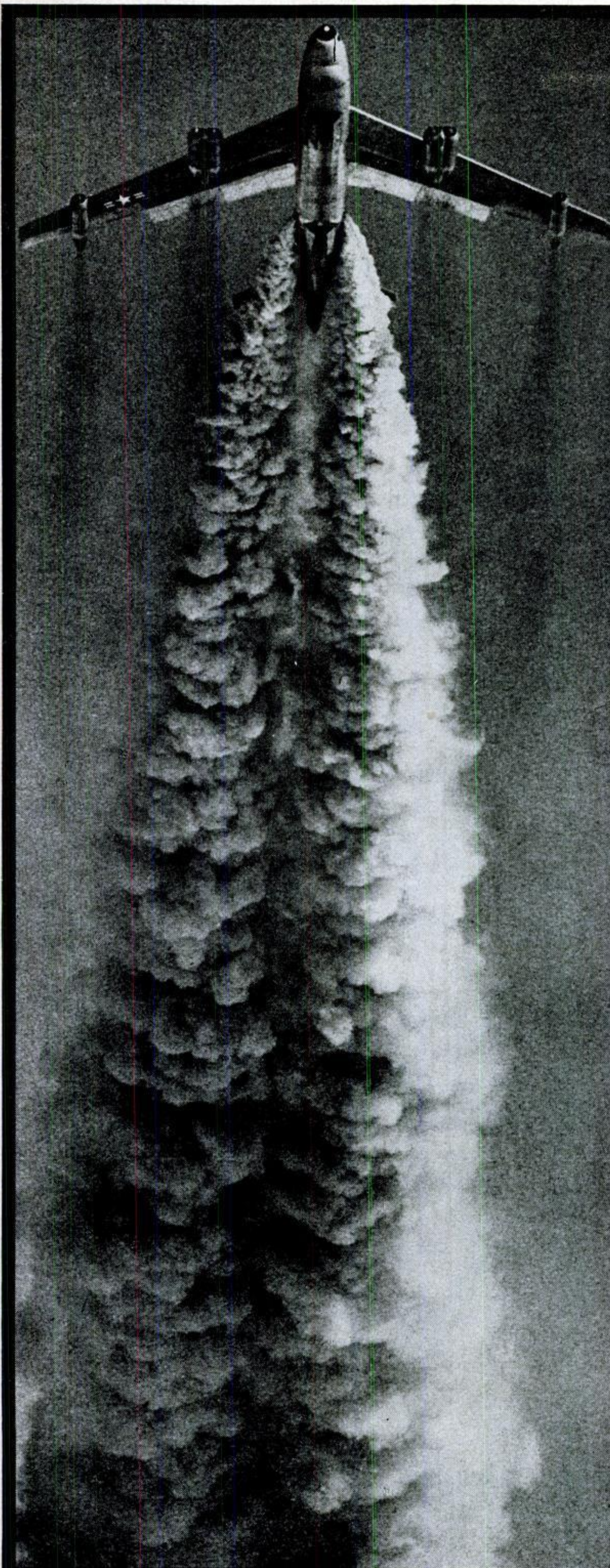
Lilliput has made match-ups a permanent feature. The magazine's readers are always sending in suggestions. A subscriber at the British Embassy in Greece suggested the match-up on the opposite page.



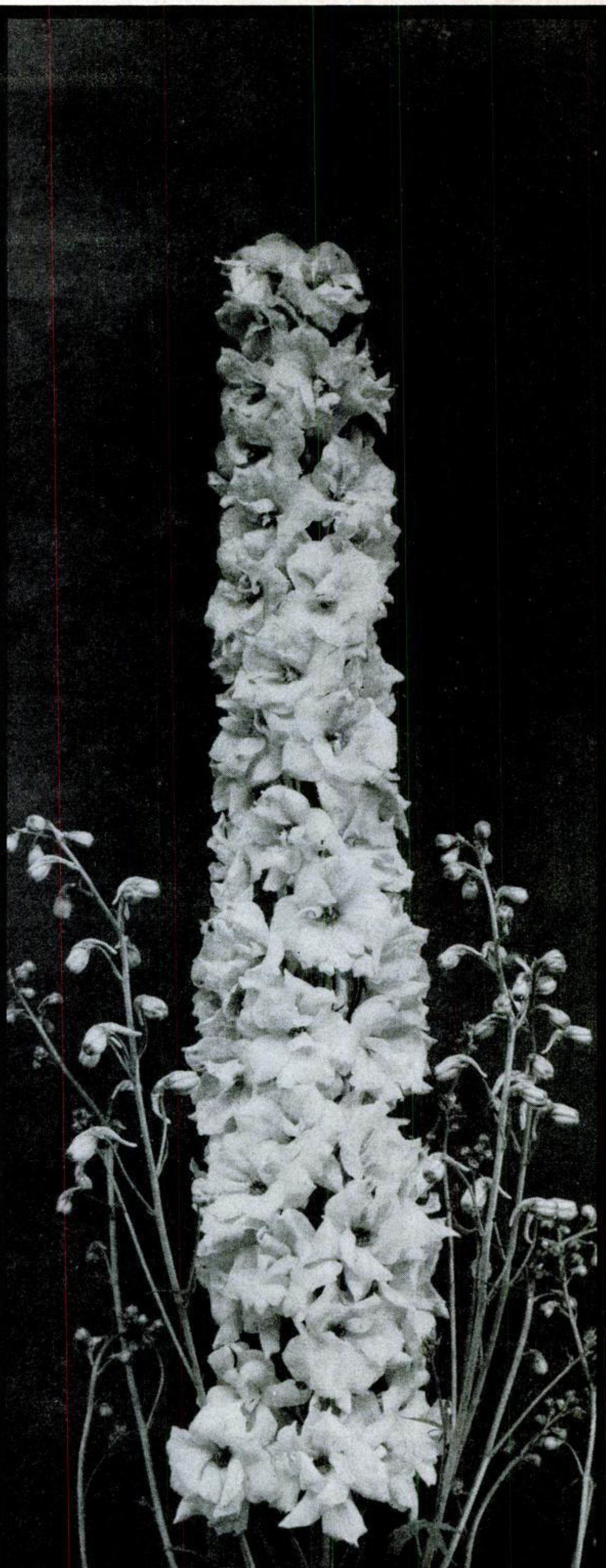
THIS IS A CLOSE-UP OF A GIRL'S MADE-UP LIPS



THIS IS A MAGNIFIED PHOTO OF A BEETLE'S AIR VENT



A JET BOMBER CLIMBS ON A COLUMN OF SMOKE



A DELPHINIUM CLIMBS IN A COLUMN OF BLOOMS

An entire day's
extra pleasure-
for mere pennies more!

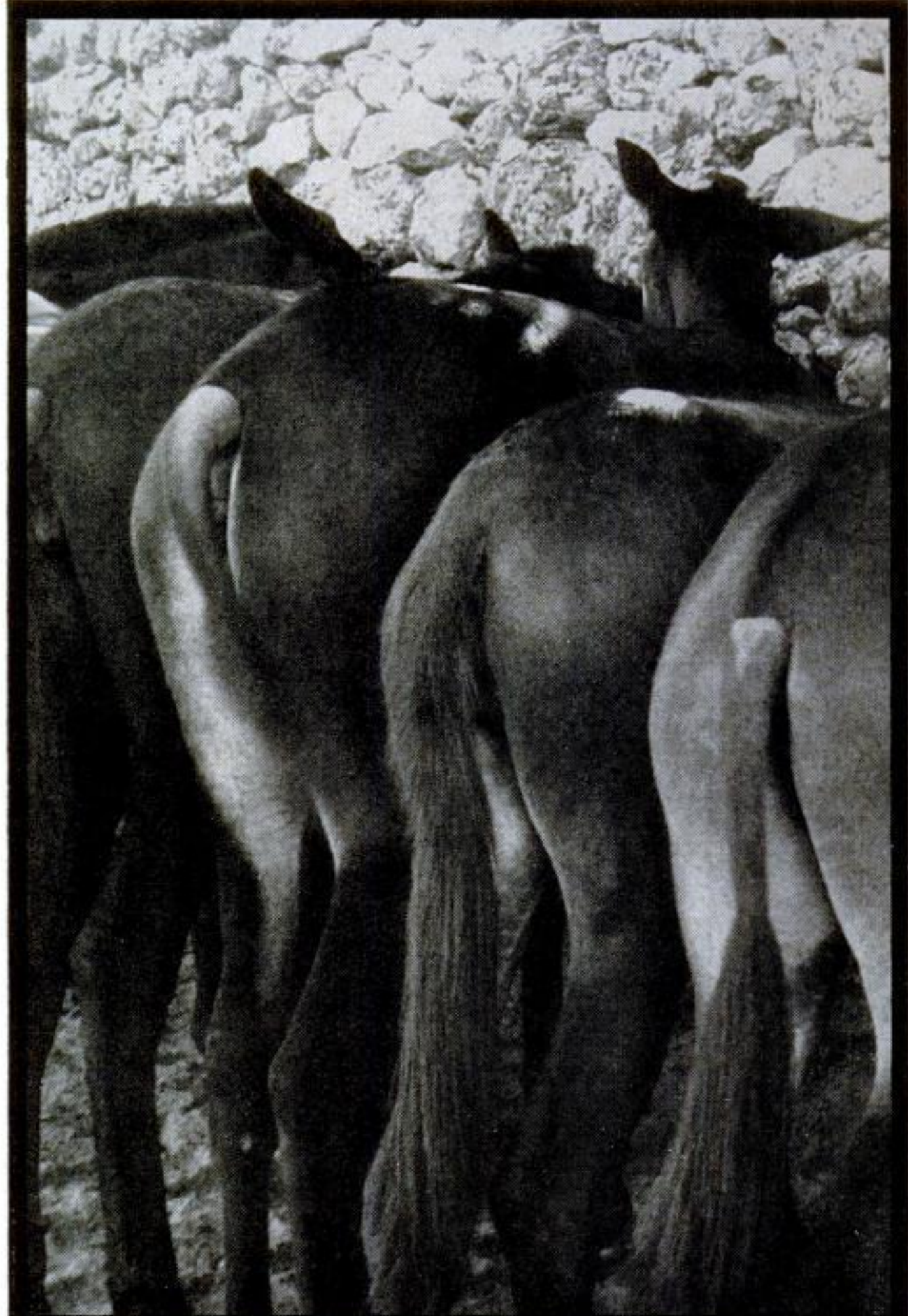


HERE'S the one luxury your pennies still buy . . .
delightful, distinguished Marlboros! Blended of superb tobaccos grown
only in one small corner of the world! Really *enjoy* your smoking.
Make your *next* pack Marlboro!

MARLBORO

America's Luxury Cigarette

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)



ANY SIMILARITY BETWEEN THIS VIEW OF THESE MULES . . .



AND THE BACKS OF THESE PEOPLE IS PURELY INTENTIONAL

make a date
with a
"Rocket 8"!



Rocket! Rocket! ROCKET! You touch your toe to the pedal—and the "Rocket" Engine "88" Oldsmobile takes off! "Rocket" response—ready and eager! "Rocket" teamwork with Whirlaway Hydra-Matic*—superbly smooth! "Rocket" Engine power—strong and sure down the wide open straightaway! This is the thrill that *you ought to try—* before you buy *any* new car. See your Oldsmobile dealer. Make a date with a "Rocket 8" demonstrator. And remember—the Oldsmobile "88" comes at a reduced price for 1950!



*Whirlaway Hydra-Matic Drive, at reduced price, now optional on all Oldsmobile models.

A GENERAL MOTORS VALUE

Rocket Ahead with **OLDSMOBILE**

NEW GENERAL ELECTRIC FINES



★ **FAMED GENERAL ELECTRIC ACTIVATOR* WASHING ACTION**—No other washer washes your clothes so gently—yet so thoroughly.

★ **FAMED GENERAL ELECTRIC HIGH-SPEED SPIN**—Spins at 1140 r.p.m.—no other washer removes so much water, spins clothes so fluffy-light. Many pieces ready to iron at once.

★ **5-YEAR PROTECTION PLAN IN WRITING**—Includes 1-year warranty on the entire washer—plus additional 4-year protection on “sealed-in-oil” mechanism on washer used for household use.

★ **SMALL-LOAD SELECTOR**—A flip of the finger, and you save gallons of water on small loads.

★ **OVERFLOW RINSE**—Floats soap curd and dirt UP and OUT of clothes, and down drain.

Completely Automatic...First and only Sealed Unit ever built . . . No Oiling . . . Water Temperature Selector . . . Automatic Soap Dispenser . . . Portable . . . No Bolting Down . . . Convenient Top Opening . . . Baked Enamel Finish . . . and 27 other great features. *Reg. U. S. Pat. Off.



THE WORLD'S AUTOMATIC WASHER...

Washes Clothes Really Clean!

Spins clothes drier than any other washer!

*Here's why
G-E washed
clothes are
really clean!*



Clothes that come out of an ordinary washer soggy and dripping can't be clean, because of rinse water left in them. Some dirt stays when the water evaporates.



The new G-E Automatic Washer removes up to 2 QUARTS more water from an average load of clothes than other washers. G.E.'s High-Speed Spin does it!



That means less soil left in clothes—cleaner, brighter clothes—and clothes that actually feel fluffy-dry. Clothes are so dry, you can iron many pieces—at once.

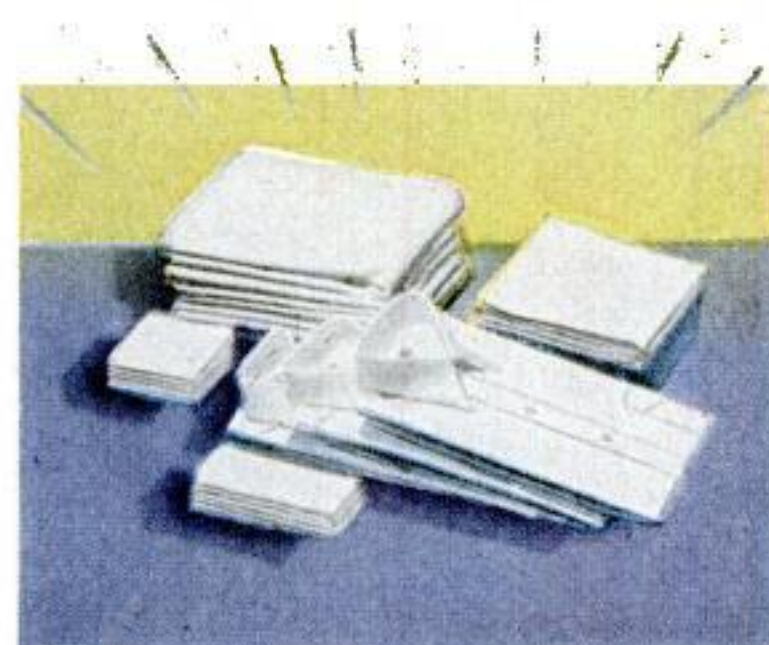
*Cleansing
action—suited
to your wash!*



Your fine, dainty things get lots of loving care. Famed Activator Washing Action dips, flexes, and gently scrubs each piece individually—just as in hand washing.



Heavily soiled clothes get a thorough washing! Activator Washing Action passes them again and again through 3 zones of washing action—vigorous, medium, light.



You'll have the cleanest wash ever with your new G-E. If you've been waiting to be SURE of the best, now is the time to buy! General Electric Co., Bridgeport 2, Conn.

GET A COMPLETE DEMONSTRATION

Let your General Electric
dealer show you the
World's Finest Automatic
Washer today!

GENERAL



ELECTRIC

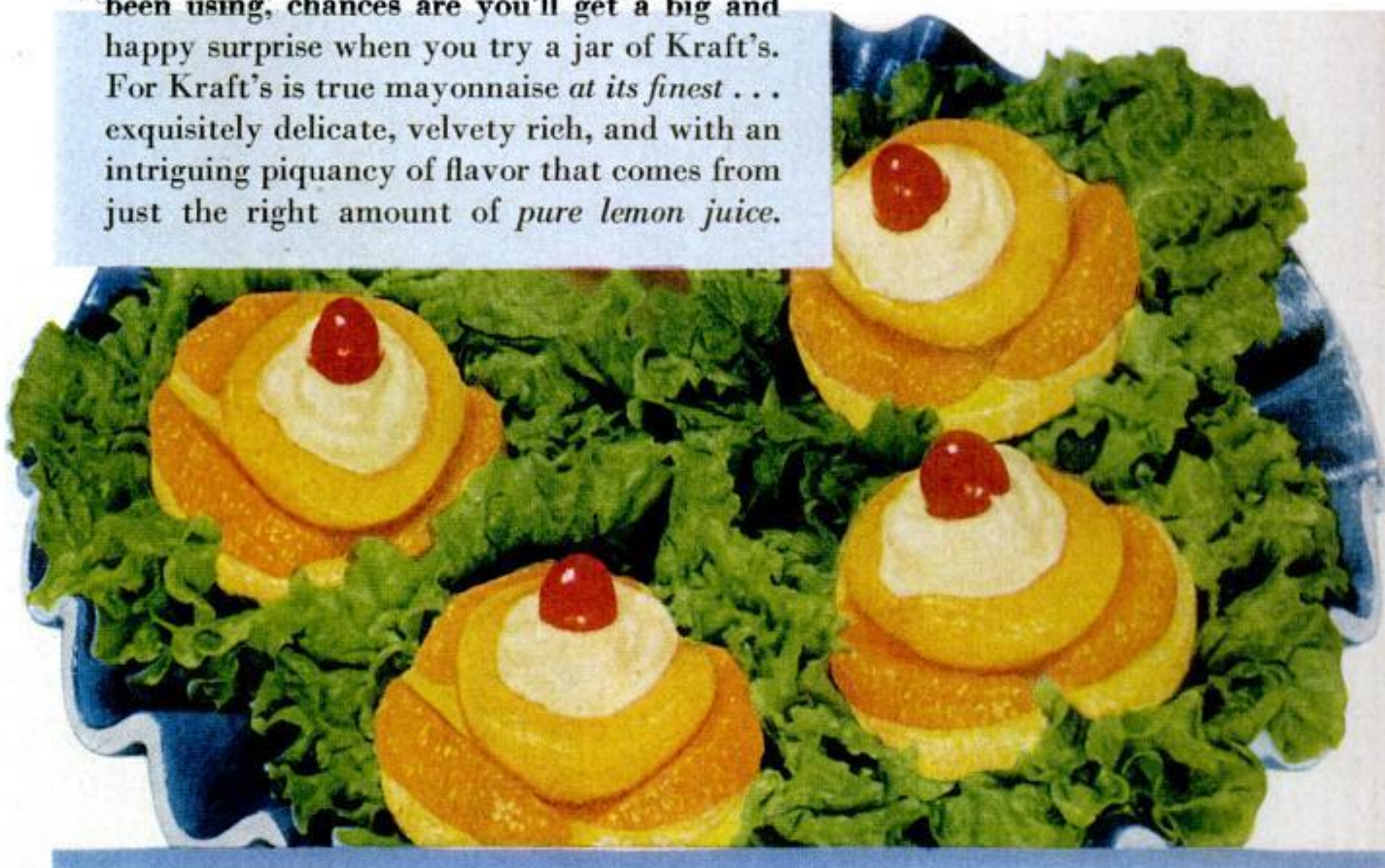
What!

you've never tasted
KRAFT Mayonnaise!



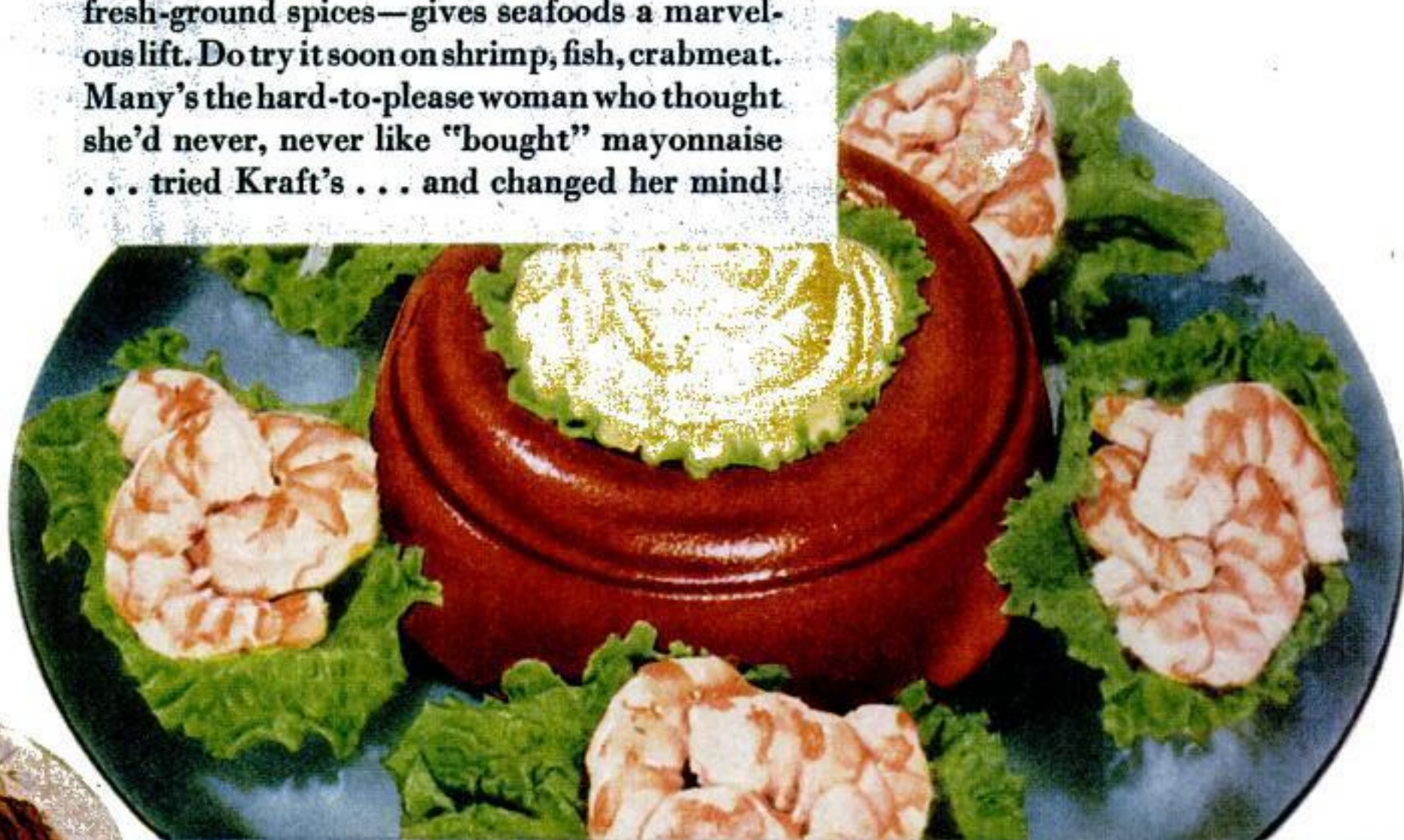
Try Kraft Mayonnaise on Fruit Salad

Even though you like the mayonnaise you've been using, chances are you'll get a big and happy surprise when you try a jar of Kraft's. For Kraft's is true mayonnaise *at its finest* . . . exquisitely delicate, velvety rich, and with an intriguing piquancy of flavor that comes from just the right amount of pure lemon juice.



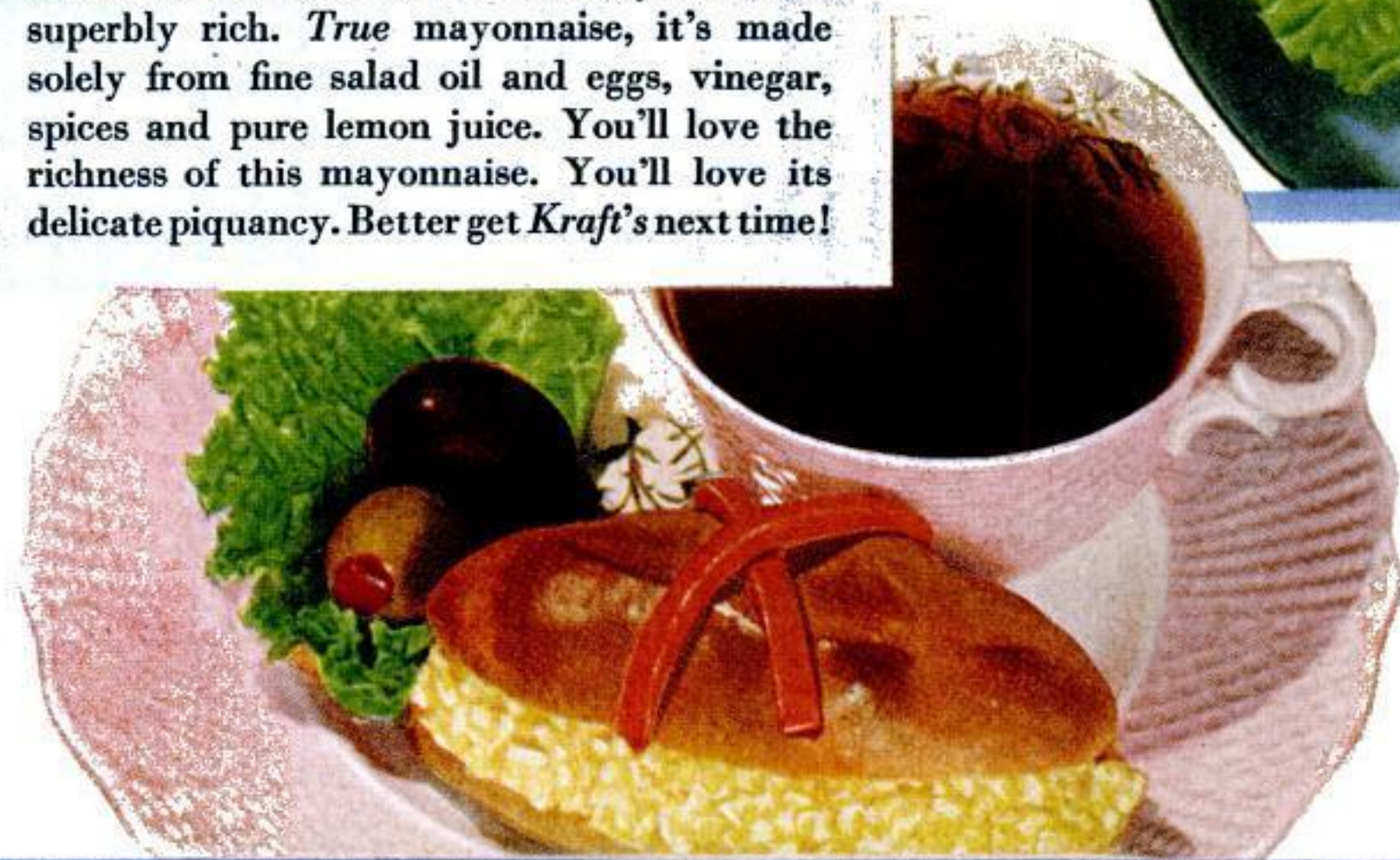
Try Kraft Mayonnaise with Seafood

The accent of lemon juice in Kraft Mayonnaise—mingled with mellow vinegars and fresh-ground spices—gives seafoods a marvelous lift. Do try it soon on shrimp, fish, crabmeat. Many's the hard-to-please woman who thought she'd never, never like "bought" mayonnaise . . . tried Kraft's . . . and changed her mind!



Try Kraft Mayonnaise in Sandwiches

Richness is what you ask of the spread you use in sandwiches, and Kraft Mayonnaise is superbly rich. *True* mayonnaise, it's made solely from fine salad oil and eggs, vinegar, spices and pure lemon juice. You'll love the richness of this mayonnaise. You'll love its delicate piquancy. Better get Kraft's next time!



Superb ingredients, including
pure lemon juice...



True Mayonnaise



*at its
finest!*



Go native!
get **natural**
freedom!



Every "natural" athlete demands the complete natural freedom South Sea Islanders enjoy. So for golf or any sport, for every day — choose Utica Bodygard — the perfect athletic brief that gives really "natural" freedom! Bodygard won't climb or bind. Extra support in the unique 3 point suspension; extra comfort in the roomy saddle seat, spring needle crotch; extra wear in the flat lock seams. Ask for Utica Bodygards at any store!

Utica T-shirts, Athletic Shirts, and Briefs in full range of sizes for men and boys.

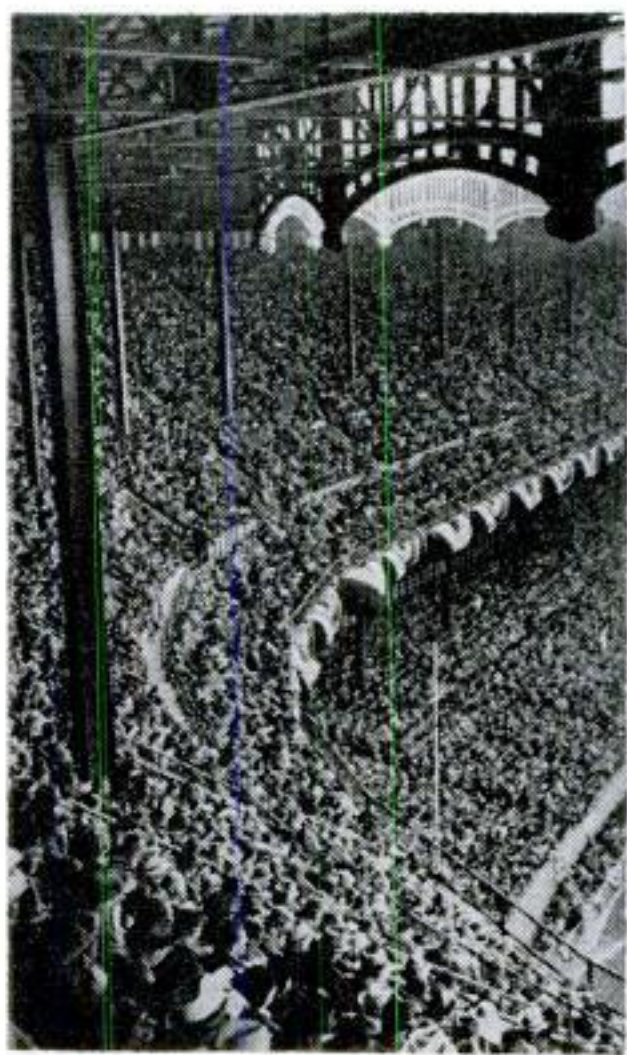


utica bodygard briefs
for men of action



Utica Knitting Co., Utica, N. Y.

LIFE'S REPORTS



BANKROLL that pays for Yankee wins is represented by this mob filling Yankee Stadium's 70,000 seats.

I HATE THE YANKEES

A gripe from the bleachers maintains they're no club, they're just big business

by **JAMES MURRAY**

TIME-LIFE correspondent in Los Angeles

If you were to ask the average fan what was the blackest day in all baseball history the chances are that he would answer, "The day that the Black Sox scandal broke." Not me. I have a "gripe from the bleachers," a strong one. I would say, "The blackest day was Oct. 2, 1936, when the Yankees won the second game of the World Series from the New York Giants, 18-4." That was the day the great illusion was dispelled. Formerly it had been thought that the Yankee domination was due in large measure to that large, lovable outfielder-of-all-time, Babe Ruth. But in 1936 came the first post-Ruthian World Series. For some reason I thought they might now be cut down to a level with their competition. The Giants even won the first game (in a rainstorm) 6-1. But the second game ruined that hope by the score of 18-4. They were the same old Yankees. The rest was easy.

That 18-4 game gave the answer to those who were still fooled



"Our piano wasn't fun any more—

I played piano a lot in college. That's why Helen and I bought a piano of our own after we were married.

I'd sit down and bang out a tune now and then. But somehow, over the years, my enthusiasm for the piano disappeared.

Then Vic, my old college roommate, tipped me off about the Solovox at lunch one day. Vic's a professional. So, we talked about my losing interest in the piano.

"Why don't you get a Solovox, John?"

Vic asked. "I use one in my work. It's easy to play—and you'll really get your money's worth out of your piano!"

After lunch, Vic gave me a demonstration on the piano and the Solovox at a music store. It was terrific. Then he had me play. It was easy. Just choose your tune, select one of dozens of instrumental solo effects on the Solovox—and play! I played "Tea For Two" four different ways—they all sounded swell.



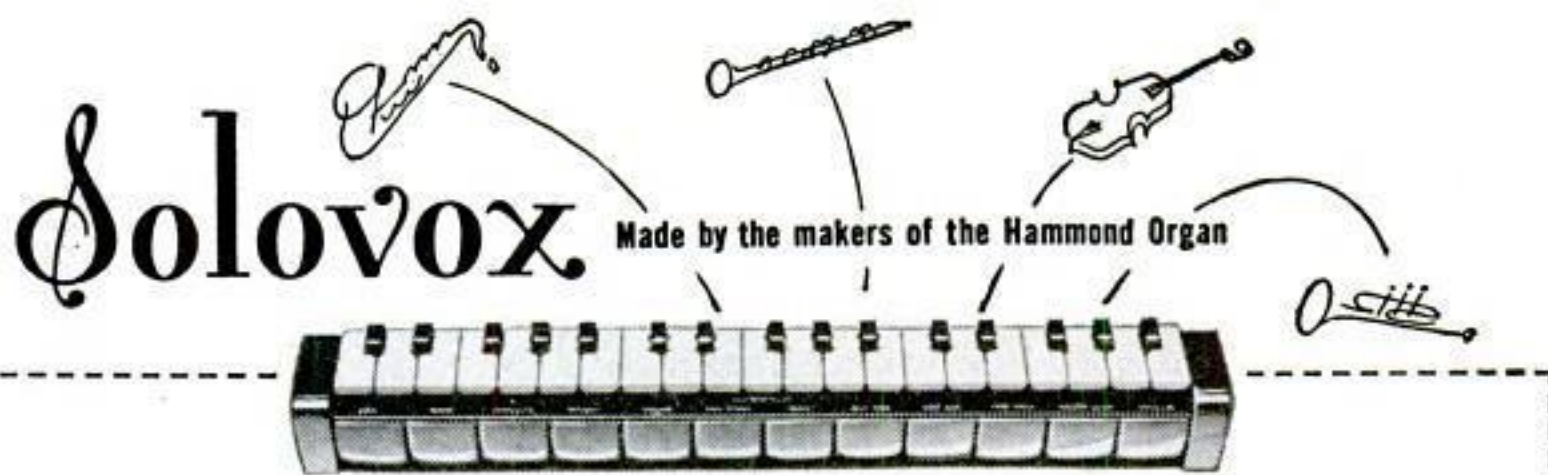
—now it's the life of the party!"

I bought a Solovox. Now I'm always at the piano trying out a pet tune with some different instrumental effect—trumpet, flute, cello, organ... well, you name it, I play it! And get this—I play the piano *alone* much more, too!

I always keep the Solovox on the piano. Everyone wants to hear it. The Solovox made our piano a part of the family. Thinking of the enjoyment we

missed, Helen's sorry we didn't get a Solovox when we first got the piano. Guess many folks do. But we're making up for lost time now!

● Don't misjudge your interest in playing—or your piano talent—until you've tried the Solovox! Go to your dealer. Play the Solovox* yourself. Buy it on terms, if you like. Mail the coupon—do it today!



Hammond Instrument Company, 4240 W. Diversey Ave., Chicago 39, Illinois
Without obligation, please send me full information about the Solovox.

Name and Address _____

City _____

P. O. Zone _____

State _____

☐ Check, if you also wish full details about the Hammond Organ.

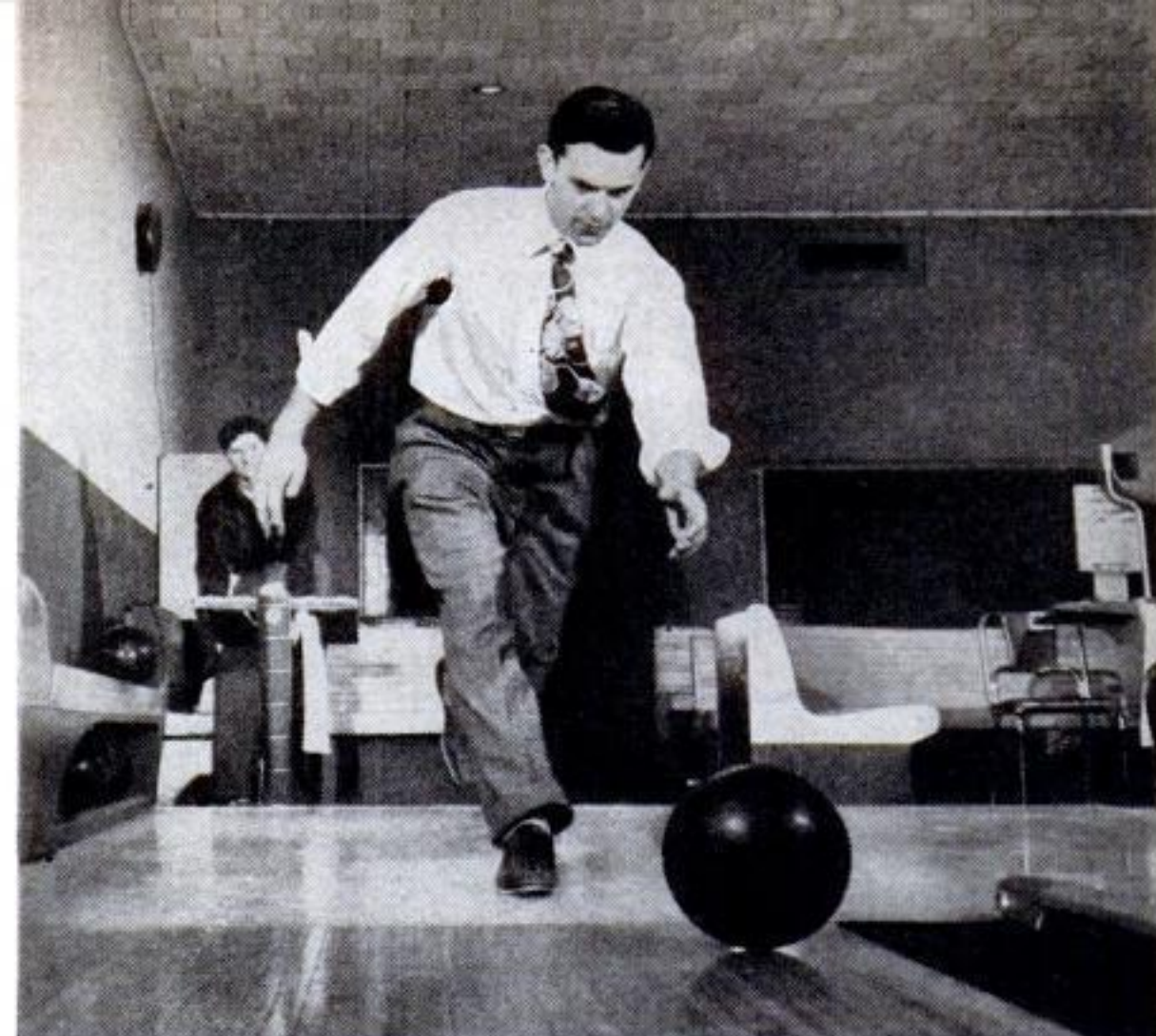
*T. M. Reg. U. S. Pat. Off.

Copyright, 1950

CONTINUED ON PAGE 28



1. A NEW KIND OF STUDENT in American industry. Bob Bertouille, one of 7,500 ambitious men enrolled in the various "work-and-training" programs at Ford, earns good pay while he learns. Bob's story, one typical of the younger generation at Ford, is a far cry from the old days of the underpaid apprentice. With classroom work in college subjects added to everyday shop practice, Bob is many steps "up the ladder" at the early age of 19.



2. POINTERS FROM AN EXPERT. That's what Bob Bertouille gets in a Saturday bowling session with "Bow" Gover, team captain in his Ford Recreation League. He picks up useful job coaching, too! A body layout draftsman, "Bow" has a job which Bob expects to be able to handle some day. "He tells me I can make it," Bob says. "A lot of other fellows have done it—thanks to Ford training."

WHAT'S GOING ON AT FORD...

UNIVERSITY IN SHIRTSLEEVES

7,500 ambitious men earn while they learn at Ford

DOES today's complex industrial picture destroy a man's opportunity for self-advancement? Not at Ford!

Located inside the huge Ford plant at Dearborn is the "campus" of one of the country's largest industrial institutions of learning. It might well be called a "University in Shirtsleeves." Millions of dollars and thousands of man-hours have been devoted to developing this little-known school for self-advancement. Here, capable workers can advance as fast as their abilities will allow, earning as they go, and providing the Company with a continuing source of skilled workers, engineers and executives.

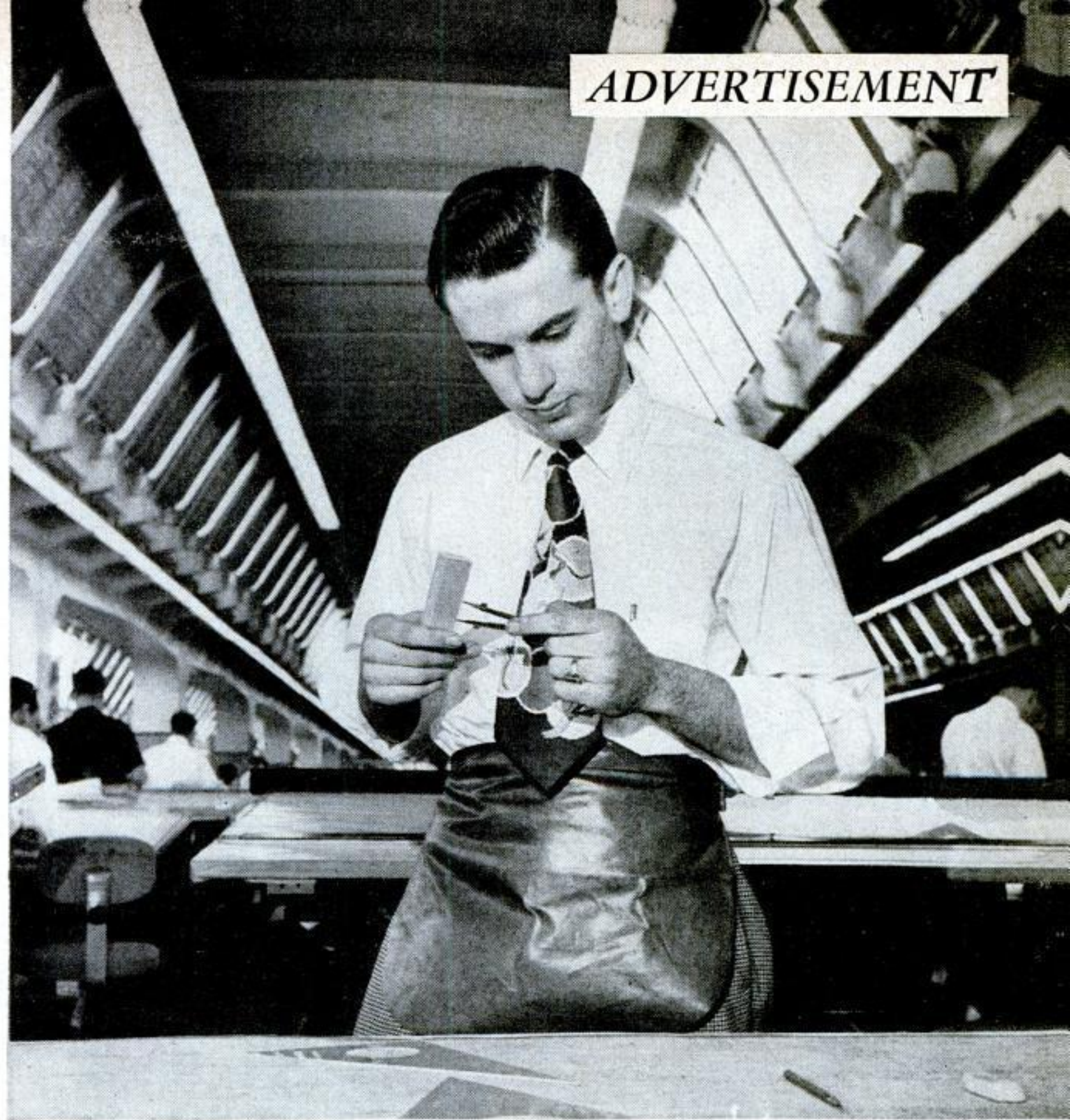
The story of Bob Bertouille is typical of what 7,500 ambitious men are accomplishing in today's new work-and-training program at Ford. Industrial learning may begin as Bob's did with Henry Ford Trade School or with any other qualified trade school. From this step until he becomes an expert in his chosen line, the trainee is exposed to both on-the-job and classroom teaching. All the time he is learning, the worker also is earning, advancing in both his responsibilities and pay.

Far from destroying incentive and the chances for self-advancement, in Ford's case "big business" means big opportunities! Thousands of worker-students are forging ahead every day in skills, aptitude and value to themselves and employer.

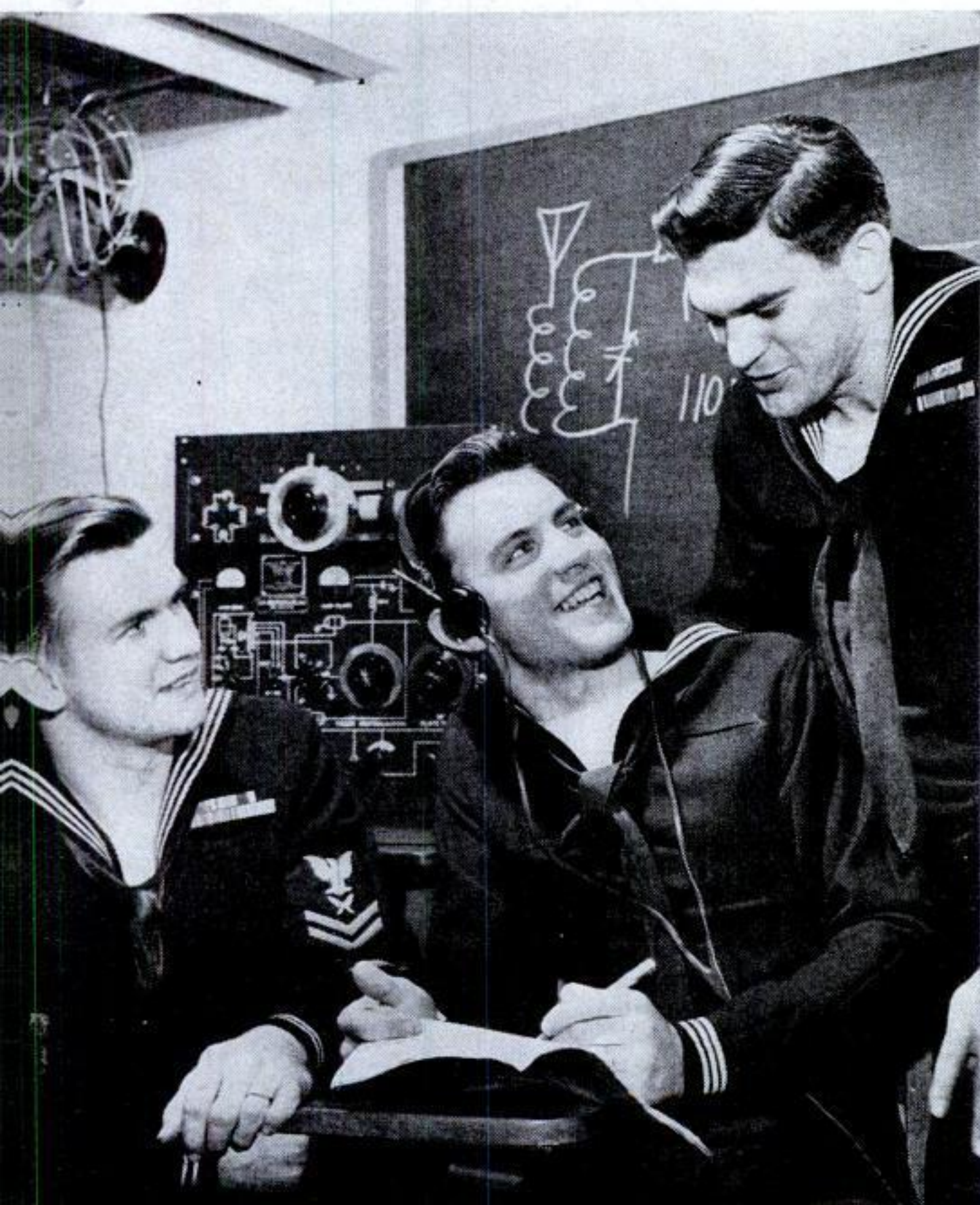
Ford believes that its "university" pays off! It is part of "the Ford idea" in that it gives the individual greater earnings and job security; gives Ford new talent and stronger team spirit; contributes to the industrial "know how" of the nation as a whole.



3. REPORTING FOR WORK at the Ford Engineering Building, Bob started as a messenger and continued his engineering training program which he began in Henry Ford Trade School. Now a full-fledged detail draftsman, Bob still takes classroom work in mathematics, physics and business English. Ford's program means better jobs and incomes for thousands of young men. Nearly 1,000 are now taking advanced classroom studies while working.



4. BOB NOW WORKS FOR LINCOLN-MERCURY Division of the Engineering Department in the largest drafting room in the world. He started there at \$223.50 a month, earns \$294.00 a month plus overtime now. Payment for trainees is based on scholarship as well as experience. Bob's grades have averaged above 95. To boys like Bob, Ford offers unparalleled opportunities to attain responsible positions early in life. It's part of Ford's plan to build top-notch manpower for the future.



5. TOP MARKS IN EVERYTHING. At the Dearborn Naval Reserve Training Center, Bob shows his two older brothers the test which advanced him from a Seaman 2nd to a Seaman 1st Class. Bob's father, a Navy veteran of World War I, constantly blazes a trail for his sons. Three followed him into the Navy—three followed him into Ford—three own Ford cars.



6. "SOME DAY I'll own a Ford convertible just like this," Bob tells his girl, Jean Artman. Now Bob drives a 1937 car which he has remodeled three times. "I've always liked automobiles and drawing," Bob explains. Ford's training gives him an outlet for both interests. Getting the right man for the right job is only one phase of Ford's program. Rewarding ability, and promoting steady employment are others.

Daddy's girl, growin' big



on nourishing PEP



the "BUILD UP" WHEAT CEREAL



FRESH-TOASTED! FRESH-FLAVORED! FRESH-PACKED!

DAUGHTER AND DAD both go for crisp, delicious PEP. No wonder! One serving gives THE DAY'S NEED of "sunshine" vitamin D. And a rich store of other vitamins and minerals found in the vital wheat germ! PLUS—all the sources of growth and energy, strong bones, good nerves and teeth which come from FRESH-TOASTED WHEAT. Yes—more "builder-upper" vitamins than you will find in any other wheat flakes cereal. Enjoy this breakfast "Main Dish" tomorrow! PEP—the "BUILD UP" wheat cereal.



YANKEE CELEBRITY DiMaggio is mobbed by kids. Adulation for all Yankees keeps talent coming.

LIFE'S REPORTS CONTINUED

by the great Yankee myth, the myth that they were superchampions for the same reason that the Knights of the Round Table were superknights—because of some compelling leadership, some mystical *esprit de Babe Ruth* which had welded them into an all-conquering band of athletes.

Nothing could be more preposterous. For my money the Yankees were and are superchampions for the same reasons General Motors or U.S. Steel or Standard Oil are superbusinesses. They have more fans paying more money than any other club in the history of the game.

Just consider the shambles that the Yankees have made of baseball competition since 1921 when wealthy Jacob Ruppert built the first of his great teams—with dollar bills.

In 29 years the Yankees have won 16 pennants—or a pennant better than once every two years. They have won 12 World Series; they have lost only four. Luck? Superior managing? Nonsense. More dollars.

The Yankees traditionally dominate baseball by sheer economic might. Since the Yankee Stadium was opened they have drawn 30,562,307 customers in through the gates. At a conservative estimate of \$1.25 a fan this means a gross of more than \$38 million for those 27 years, not counting the concession for peanuts, popcorn, hot dogs, souvenirs, programs and television and radio rights. This is a lot of operating revenue to plow back into improving your product and increasing your earnings. And Jake Ruppert, it should be noted, was wealthy enough from beer sales and other enterprises to utilize all that cash for his pet hobby. Small wonder they could pay Babe Ruth the first truly astronomical salary—\$80,000—in 1930. They drew an all-time record attendance of 1,169,230 fans that year, only half what they

GOOD... any old time!



the cracker
with
that swell
cheese
flavor



**America's
largest selling cheese cracker!**
Sunshine Biscuits, Inc.

Here's how...



P. S. Gravy Master is a happy marriage of two time-tried secrets of fine cooking—vegetable juices like famous chefs save in back-stove pots to make masterpieces of their sauces, soups, left-overs, etc... and a little old-fashioned burnt sugar like Grandma used to give color and authority to her gravies. Full directions on every bottle. Contains no meat. Inexpensive. Ask your grocer. He has it or can get it for you. Gravy Master Co., Inc., Long Island City, N.Y.

FUN U-N-L-I-M-I-T-E-D

For never-ending enjoyment, treat yourself to LOWE'S "15" PUZZLE. We dare you to stop once you've started this intriguing puzzle game. Always thrilling—always new—over 10 trillion variations.



Play it alone or compete with others. In rich, sturdy plastic, gold engraved numerals. Price \$1.00. Includes carrying case, instructions. A grand gift! At your retailer.

E. S. LOWE COMPANY, Inc.
200 FIFTH AVE., NEW YORK 10, N. Y.
FASCINATES YOUNG AND OLD

CONTINUED ON PAGE 31



Bedroom ensemble by Utilitex Corp., New York, N. Y.



From beds to flower beds— the modern material is Koroseal

UNLESS you live in the middle of the ocean, dust *will* settle on bedspreads and draperies. Just shake, brush or wipe off those in the picture; they're Koroseal flexible material. And if dogs and children ever get muddy paws or candy hands on either, a damp cloth or an easy wash will make them new again.

That's the beauty of Koroseal—it's so easy to *keep* beautiful, and new and fresh. And Koroseal upholstery is so easy to wash that you can choose it for cheerfulness—you're not limited to "colors that won't show the dirt".

Koroseal flexible material is permanently waterproof, which makes it ideal, too, for *garden hose*. This is a new, wonderful kind of hose that weighs only about half as much as other kinds—a child can carry a long length easily.

Koroseal garden hose is *guaranteed for 10 years*. It can't rot, so you can leave this hose out in the sun all summer, if you like, for years. Its brilliant colors may fade a little in time, but neither sun nor air will weaken it. And you never need drain it.

Koroseal resists wear, scuffing and damage, so you can drag Koroseal garden hose over concrete driveways, around rough tree trunks; oil on the driveway won't hurt it; no damage even if your car runs over it.

Koroseal can be made in attractive colors—the garden hose is scarlet or emerald green. Only \$9.35 for 50 feet or \$13.20 for 75 feet—the length that takes care of most lawns. At department or hardware stores. It will last so long you'll find it the lowest-cost hose you ever owned. Like everything else

of Koroseal, the hose is labeled; insist on that label, for greatest value. The B. F. Goodrich Company, Koroseal Department, Marietta, Ohio.

Trade Mark—Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS
BY

B.F. Goodrich

fresh-cut flowers

brand new towel fashion with a bargain price-tag!

Wouldn't it be fun if you could buy towels like flowers—gay bunches of them, fresh-picked? You can—for Cannon blossoms cost less than a bouquet—last so much longer—look so garden-sweet on your bathroom wall! Here—three thrifty florals—from a whole Cannon cart-full! Today—Cannon leads the way with low, old-fashioned price-tags on the latest fashion in towels!

Cannon Mills, Inc., 70 Worth St., New York City 13



Azure Blue, about **79¢**
Buttercup Yellow, about **1.19**
Flamingo, about **1.29**
others from about 39¢ to \$2.95

Sinus trouble? Smoker's throat?



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



← Showing crystal filter inside the holder

The nicotine and tars trapped in the Denicotea crystal filter can't reach your mouth, nose, throat and lungs. No matter what cigarette you smoke, Denicotea makes it less irritating. Start using Denicotea today!

Denicotea cigarette holder with aluminum ejector, \$2.00

Lady Denicotea, long, slim, with gold tone ejector, \$3.50

At stores everywhere

dunhill
DE-NICOTEA
Crystal Filter Cigarette Holder



LIFE'S REPORTS CONTINUED

drew last year but an impressive gate in comparison with those of their rivals in that dawn-of-depression year.

For the fairest possible comparison, look at the attendance at Yankee Stadium against the best years of their closest competitors for attendance in the American League. The Cleveland Indians, once in the doldrums, have improved tremendously since 1940. They even managed to nose out the Yankees and the Red Sox for a pennant in 1948 (their first since 1920). In this period of golden prosperity for the Indians, they have drawn 11,021,942 into Cleveland's cavernous Municipal Stadium. In the same period the Yankees have drawn 14,491,062.

These are the Yankees' closest competitors in the league, and their figures are taken at most favorable periods for them. With the Yanks you don't have to pick and choose like that—they make money every year. If you compare the New Yorkers with the less favored clubs, you find a sickening gap in the respective earning power. The St. Louis Browns, for example, have drawn only 3,330,877 since 1940 as compared with the Yankees' 14,491,062. Washington and Philadelphia compare almost as badly with this economic colossus.

New York sportswriters, radio broadcasters and even restaurateurs have built Yankee stars into legends. Yankee stars are household words: Babe Ruth, Lou Gehrig, Bill Dickey, Tony Lazzeri, Joe DiMaggio, Yogi Berra. The New York sportswriters and their imitators in the small towns have seen to that. They have also, incidentally, fostered the legend that associates the Red Sox with great wealth. The "Millionaires" and the "Gold Sox," they have called the Boston team. What they are talking about is Owner Tom Yawkey, who has spent a lot of money in his day trying to buy pennants. The Yankees did a lot more with their big money, spending it both at the bottom (the farm clubs) and at the top (veterans) where Yawkey mistakenly concentrated. To all this the Yankees added prestige, the "Yankee Spirit" and good training that has been bringing them pennant after pennant.

Last year, when Boston and New York were in a stretch run for the pennant, I chanced to hear over the radio a parody about the "poor old New York Yankees." The song recounted the injuries which had befallen the New Yorkers during the year, suggesting that anyone who wouldn't root for them must

LIGHTWEIGHT CHAMP - easiest handling cleaner ever built - HOOVER MODEL 115

only
49.95*

and your old cleaner
Prices slightly higher in Canada

*It beats...
as it sweeps...
as it cleans*



Here's a champion for sure—big enough for heavy cleaning, handy enough for last-minute freshening up! Hoover's exclusive Triple Action—it beats, as it sweeps, as it cleans—whisks away surface litter and deep-down dirt, keeps colors fresh, prolongs rug life.

ONLY \$5.00 DOWN—easy monthly terms—cleaning tools at slight extra cost. Hoovers are sold only by established local merchants, listed in your classified phone book. Call for a home showing of any of Hoover's three Triple-Action models—and the famous Hoover AERO-DYNE Tank Cleaner. No obligation. THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England.

*You'll be happier
with a Hoover*



*Prices subject to increase without notice

CONTINUED ON NEXT PAGE



IT PAYS TO USE MOLLÉ

the "TAILORED SHAVING CREAM"
that guarantees face protection

COMPARE MOLLÉ with your present cream, and if Mollé doesn't give you a *quicker, cleaner, closer, cooler* shave . . . and leave your face feeling more comfortable and looking more "kissable" . . . we'll refund double your purchase price.*

Because it is *heavier*, Mollé Shaving Cream is a match for the toughest beard! But, if *your* beard is light or if you prefer a lighter cream, Mollé can be "Tailored" to meet *your* requirements. You simply add water by leaving your face wetter.

Unlike many shaving creams, Mollé has no astringent action. Its emollient oils and beneficial sterols are your guarantee that your face will feel better . . . and also look better! Start today to use Mollé!



IN CONVENIENT, INEXPENSIVE TUBES
AND EVEN MORE ECONOMICAL
1/2 AND 1 POUND JARS



*Return empty tube to The Centaur-Caldwell Division, P. O. Box 280, New York 18, N. Y.



"**GREAT MANAGER**" of Yankees, Casey Stengel (right), is congratulated by Joe McCarthy after winning 1949 pennant. McCarthy won pennants too—with Yankees.

LIFE'S REPORTS CONTINUED

have interred sentiment. Sentiment, indeed. I would as soon feel sorry for Standard Oil because it was getting slightly the worst of it in a marketing fight with an independent gas station in East Podunk. The Yankees have finished out of the first division only once in 29 years. They have been either first or second for 22 out of 29 years. The Red Sox have won only one pennant in 31 years. And did the "poor old New York Yankees" lose last year? They did not. After winning the American League pennant from the Red Sox, Yankee Manager Casey Stengel had the gall to murmur to Red Sox Manager (and ex-Yankee manager) Joe McCarthy, "You've won so many, Joe. It was nice of you to let us win this one."

Remember when they called Miller Huggins a supermanager? Then Joe McCarthy topped his record. (Between the two came Manager Bob Shawkey, who barely lasted long enough to find out where the bull pen was because the team dropped to the incredible depths of third place under him.) Last year it was Casey Stengel, voted by the baseball writers "Manager of the Year." This was the same Casey Stengel who, as manager of the Brooklyn Dodgers for three years and the Boston Braves for six, had never managed to get out of the second division.

The Yankees have come closer to making a monopoly out of baseball than any other team in history. How much longer will New York sportswriters have to keep whipping up interest in an all-New York World Series? There have been eight of them since 1921. Only one other city—St. Louis—has seen an intramural Series in that time, although five cities have teams in both leagues. Before 1921 only one other city—Chicago—had ever had an all-city World Series.

Some fuzzy-minded thinkers have tried to claim that the Yankee hegemony is good for baseball. "Look," they say, "the Browns play Detroit, and no one

GUARD YOUR HAIR AGAINST *Dampness* *Droop*



Save re-doing time, resetting cost. Wear a Venida Hair Net and thwart the elements. Preserve that fresh, "just done" look all day — all evening. Perfectly matching shades in styles for every hairdo. Save by the dozen!

Colors 20c } single or } Grey, white 25c
12 for \$2.25 } double } 12 for \$2.75
mesh

Hand-made of human hair



*You'll enjoy it
for YEARS!*

RESTONIC

Triple Cushion

THE MATTRESS WITH

LOCKED-IN COMFORT!



These PADLOK inner fasteners lock cotton layers to coils, prevent shifting into lumps, make comfort last.

AT YOUR
DEALER'S

RESTONIC CORP., CHICAGO 11, ILL.

CONTINUED ON PAGE 35

TEXCEL TAPE

15¢-25¢ and 39¢
SIZES



*Reserved
for you!*

*Took it home
to mend
a shade*

*...to put up
pin-ups*

*...to fasten
shelf paper*

*...to seal
packages*

SEALS AND MENDS

*...To make a
doll house*

*...to hinge
a box*

*...to wrap
a gift*

*...to fasten
labels*

STICKS AT A TOUCH

*...to make a
scrapbook*

*...to mend
a kite*

*...to seal a
jelly jar*



Don't just tape it- **TEXCEL** it!.. **CELLOPHANE TAPE WITH 1001 USES!**

TEXACO
FIRE-CHIEF
GASOLINE



Stepped-up

for all-around power!

It's here . . . the finest Fire-Chief ever! It's *stepped-up* for *pepped-up* power . . . livelier starts . . . quick getaway. It's a money-saver, too . . . because it's *regular-priced*. So fill 'er up with Texaco Fire-Chief Gasoline. Get it from your Texaco Dealer . . . *the best friend your car ever had.*

THE TEXAS COMPANY
TEXACO DEALERS IN ALL 48 STATES

Texaco Products are also distributed in Canada and in Latin America



TUNE IN: On television — the Texaco Star Theater starring MILTON BERLE — every Tuesday night. See newspaper for time and station.

NOW!

BRIGGS

SMOKES

3 WAYS BETTER*



1. Stays lighted longer...by 19%



2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this
in your
pipe



and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

LIFE'S REPORTS CONTINUED

shows up at the ball park except the official scorer and his aunt from Sedalia who is on an Oakley. The Yanks come in and the ball park is full." True. But why is no one there to see Detroit and St. Louis play? Let's suppose Detroit is second in the league. If it's a "Yankee year," like most, Detroit is probably 14 games away from the lead, hopelessly out of the fight. Who in St. Louis cares what they do against the Browns? But if there are three or four teams fighting it out for the pennant, the Browns' ball park would probably be filled every time any of these teams came to town. Which is better: to fill your ball park for all of them, or just for the Yankees?

Look at what all this has done to the other teams' playing ability. Take a ball club made up of ordinary mortals, a club that has one or two star performers and the other seven filling in the chinks like mortar between bricks. The average National League pennant winner over the years has been such a team. Imagine the mental feeling of a pitcher for that club when he walks to the mound in the Yankee Stadium and finds 70,000 fans screaming down at him from three tiers of seats, all making gleeful predictions as to how long he can keep his finger in the dike. It's been like this for years. A pitcher had to bear down on every one. He either had to give away his whole repertoire of curves by the sixth inning or throw his arm out in fast ones by the fifth. The Yankees screened their vast army of talent for slugging ability, and the opposition could never afford to toss a soft one in the hope that the infield or outfield would make the put-out. Ask Dizzy Dean, whose ailing right arm held back the flood for seven innings in Chicago in the second Series game in 1938. Then he thought he could rest on one throw to Frankie Crosetti, a soft touch as Yankees go. The next thing Dizzy knew the ball was out of the park and another four-straight World Series victory for the Yankees was well under way. Today, some of the fans will tell you, it's a lot easier to get by that batting lineup. Don Newcombe wouldn't say so. After shutting out the Yanks for eight innings in the first game of the Series last year, his curve finally lost some of its zip. Tommy Henrich promptly knocked it out of the park and the Dodgers lost the ball game.

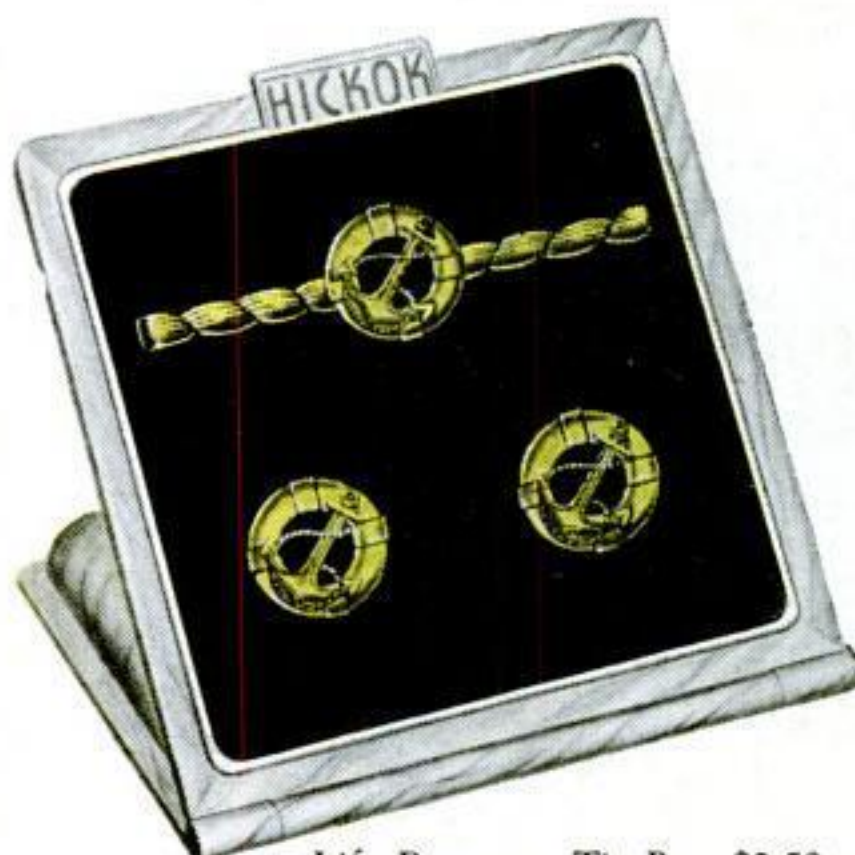
It is part of baseball lore that in 1927 the Pittsburgh Pirates lost the World Series to the Yanks in batting practice. The Pirates watched bug-eyed as the Yankee "murderers' row" belted ball

CONTINUED ON NEXT PAGE

PRESENTING

South Seas

NEW HICKOK INSPIRATIONS IN
TROPICAL ACCESSORIES FOR THE
SPORTSWEAR-ING AMERICAN MALE



Life Preserver Tie Bar, \$2.50;
Cuff Links, \$2.50; Set \$5.



Swordfish Extension Tie Bar, \$2.50.



Propeller Tie Bar, \$2.50;
Cuff Links, \$2.50; Set \$5.

HICKOK

BELTS • BUCKLES • JEWELRY • WALLET • SUSPENDERS

All prices plus Fed. tax

© 1950, Hickok Mfg. Co.

Copyrighted material



What a wonderful wake-up glow in your scalp—when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" Nothing like 50-seconds' tingling massage with the active Vitalis formula to (1) stimulate your scalp (2) prevent dryness (3) rout flaky dandruff (4) help check excessive falling hair. Your scalp feels refreshed, invigorated. Then 10 seconds to comb and you're all set!

Vitalis "LIVE-ACTION" care gives you Handsomer Hair



Now see how much neater, how much handsomer your hair is—set to stay that way all day! Natural-looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter today.

"LIVE-ACTION"
* **VITALIS**
and the
"60-Second Workout"

• Many scalp specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.



A PRODUCT OF BRISTOL-MYERS

P. S. Your barber knows how to give you a stimulating, refreshing Vitalis application for scalp and hair. Ask him for a professional application of "Live-Action" Vitalis.

LIFE'S REPORTS CONTINUED

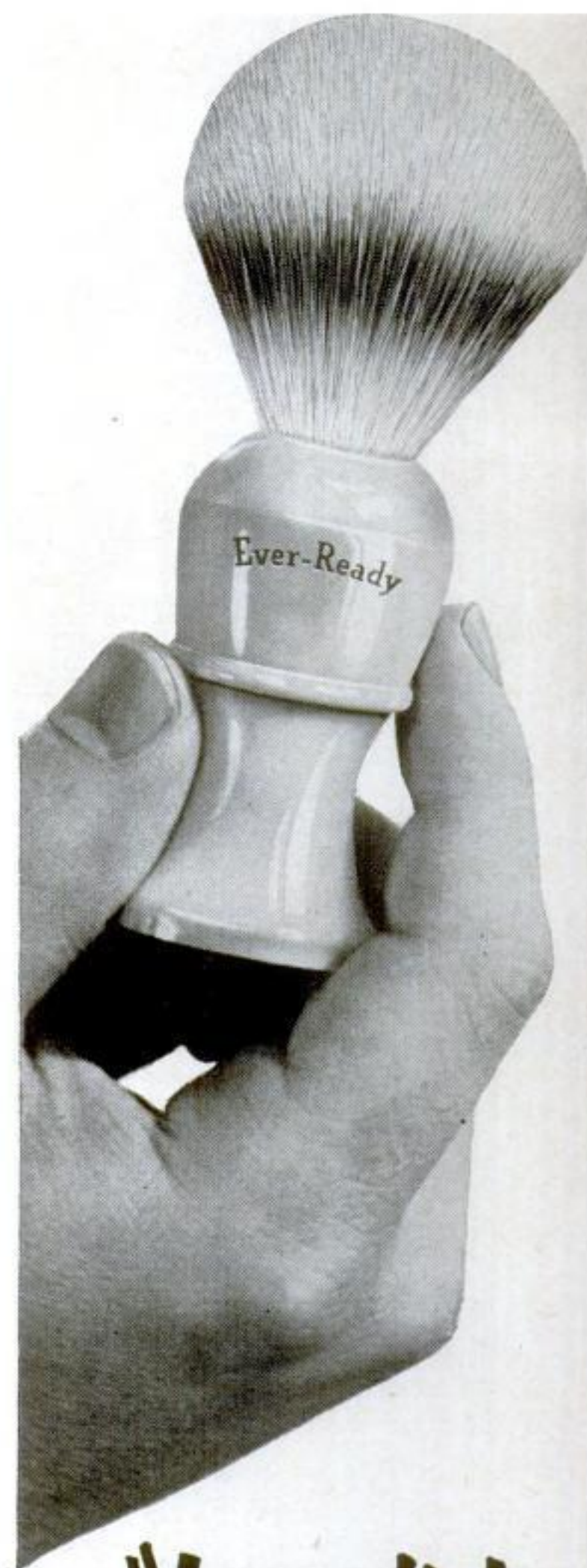
after ball out of the lot in pre-game practice. The Pirates all but crept onto the field, were bowled over in four straight games and have never quite dared to win a pennant since.

In 1941 the Yankees won a Series game against the Dodgers even after the third out in the ninth inning when they were a run behind. Catcher Owen missed the strike-out ball, Batter Henrich went to first, DiMaggio singled, Keller doubled and the panic was on. That was the third blackest day in baseball history. A 4-3 Dodger "victory" was turned into a 7-4 defeat. You can't even win from the Yankees when you beat them. The Dodgers went docilely to defeat in the rest of the Series.

That's why I hate the Yankees. I'd like to see the other clubs around the circuit get a look-in now and then. True, since the war there have been some signs that a few other clubs are beginning to catch up with them. Two years ago the Cleveland Indians set a new attendance record of 2,620,627 which was 246,726 ahead of the Yankees. And in the past four years the Yankees have changed hands (at the fantastic bargain price of \$2,800,000), scrambled their lineups a lot and have generally shown a little less of the nonchalant perfection of the pre-war days. There are even some who say that the old Yankee predominance will soon be gone. But they don't try to explain why every unknown pinch hitter kept knocking the ball out of the park last year. And who had the biggest attendance of 1949? The Yankees. Baseball is not a sport but a business. And with the Yankees business is still fine. So if a lot of people seem to be picking the Red Sox to win, and if DiMaggio is slow rounding into shape again this year, don't shed any tears over it. The "poor old New York Yankees" have always managed to get along somehow.



DIZZY DEAN (left) couldn't lick the Yankees, so this year he joined them. Preparing to announce Yankee games on television, he watches practice with Coach Bill Dickey.



"I can lick any beard in the house!"

THE BEARD doesn't live that can stand up to this superb Ever-Ready Brush.

It's made of a soft, luxurious knot of finest imported Badger that soaks up water, suds up lather . . . takes the fight out of the toughest whiskers like no other brush can. (The Ever-Ready illustrated—\$5. Other fine brushes in Badger, Bristle, or Nylon \$1 to \$35.)

Men with really tough beards choose an Ever-Ready to get better-feeling, better-looking shaves. No worn and weary brushes for them! They know a good brush means a great shave. . . .

Have you looked at your brush lately?

Ever-Ready

WORLD'S GREATEST NAME IN

SHAVING BRUSHES

Shaving Can Be Easy! Send for FREE Booklet, "Five Steps to Better Shaving!"

PRECISION **ASR** PRODUCTS

American Safety Razor Corp., Brooklyn 1, N.Y.

RIDE WITH "THE OUTRIDERS"!

M-G-M's TECHNICOLOR ROMANCE
OF DARING PIONEERS OF THE WEST!



A PERIL-FRAUGHT ADVENTURE BEGINS!

Three prisoners make a daring dash for freedom from an Army stockade... pursued by a posse with orders to shoot to kill! They elude the manhunt and join a gold-laden wagon-train as outriders! They have secret designs on the treasure...



THE TREASURE-LADEN WAGON-TRAIN IS ATTACKED BY THE SAVAGE APACHES!

In the heart of Indian territory... where every step of the trail holds danger... the gold-train is suddenly attacked by a screaming, painted horde of Apaches on the war-path! The attackers are beaten off by the outriders! The

wagon-train continues along the peril-strewn trail... but the next encounter will be with the treacherous Pawnees! Can they be bought off... or must men's lives be sacrificed in a pitched battle with the savage tribesmen?



LUSTY MEN WITH PASSIONS UNLEASHED!

Trail-hardened horsemen, wild as the wilderness they ride, split the stillness of the night with carousing revelry! A lovely woman alone in their midst, trembles and wonders what her fate will be! Will one of the outriders come to her aid?



FORDING OF THE RAMPAGING RIVER!

The wagon-train must also conquer the savage elements! Men, animals and wagons struggle desperately to cross the treacherous, flood-swollen torrent where one misstep is all it takes to bring swift and certain disaster!



RAIDED BY THE RUTHLESS RENEGADES!

Murdering marauders, lured by the fortune in gold, attack the wagon-train! The outrider who has led the caravan into ambush now hopes to save them! The brave girl fighting by his side inspires him to a desperate plan. Is it too late?

M-G-M presents THE OUTRIDERS

starring **JOEL McCREA**

with **ARLENE DAHL** * **BARRY SULLIVAN** * **CLAUDE JARMAN, Jr.** * **JAMES WHITMORE** * **RAMON NOVARRO**

STORY AND SCREEN PLAY
BY IRVING RAVETCH

Directed by **ROY ROWLAND** **Technicolor** Produced by **RICHARD GOLDSTONE** • A Metro-Goldwyn-Mayer Picture



Everybody knows the sign of good coffee



Products of General Foods

From one good neighbor to another—an invitation that's always welcome. There's such friendly good cheer and real enjoyment in every cup of Maxwell House. Rich, full-bodied, it's coffee that *really* refreshes, *really* *satisfies*. And there's a reason. It's the Maxwell House recipe, the *only* recipe for that famous "Good to the Last Drop" flavor. A recipe that calls for certain fine coffees, blended a very special way to bring you the best in coffee-drinking pleasure. Because of it, *more* people buy and enjoy Maxwell House than *any other brand of coffee in the world!*

TUNE IN . . . "Father Knows Best" . . . delightful family comedy starring Robert Young . . . NBC, Thursday nights



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1950 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS	
SHOTS END A MISSOURI POLITICAL CAREER.....	41
MARYLAND HORSE RACE STOPPED BY MASS BALK.....	46
THE U.S. COUNTS 151 MILLION NOSES.....	48
THE "MARSHALL MARS" EXPLODES AND BURNS.....	52
EDITORIALS: IT WON'T DO! LET'S DO IT! COMMUNIST TAG FINALLY STICKS ON BRIDGES.....	54
KNIGHT ON MOTOR BIKE SALLIES FORTH.....	59
TENNESSEE'S GOVERNOR NUZZLES HEADLINE NELLIE.....	67
PHOTOGRAPHIC ESSAY	
CREMATION OF A KING.....	132
CLOSE-UP	
MR. PRESIDENT EISENHOWER, by QUENTIN REYNOLDS.....	144
ARTICLE	
PACKAGES OF STARS, by ERNEST HAVEMANN.....	107
SPORTS	
YALE'S AUSTRALIAN STAR.....	75
BACKBEND ON WATER SKIS.....	118
NATURE	
PENGUINS NEST IN ARMY RANKS.....	82
MEDICINE	
X-RAY BARBECUE.....	87
THEATER	
"COME BACK, LITTLE SHEBA".....	93
ART	
EDWARD HOPPER.....	100
STUDENTS DO IMPAGINARY PORTRAITS OF GENE TIERNEY.....	129
FASHION	
MEN IN PLAID.....	123
MOVIES	
"THE GOLDEN TWENTIES".....	165
"ANNIE GET YOUR GUN".....	174
EDUCATION	
TEACHING ON TAPE.....	169
OTHER DEPARTMENTS	
LETTERS TO THE EDITORS.....	4
SPEAKING OF PICTURES: BRITISH MAGAZINE MATCHES UP "DOUBLEABLE" PHOTOGRAPHS.....	18
LIFE'S REPORTS: I HATE THE YANKEES, by JAMES MURRAY.....	25
LIFE VISITS A RESORT HOTEL OUT OF SEASON.....	180

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHTS IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



LIFE'S COVER

Dwight David Eisenhower has appeared on LIFE's cover three times before, each time in uniform as General Eisenhower. This week LIFE (pp. 144-160) presents a close-up of civilian Eisenhower as Mr. President of Columbia University, where he has his headquarters in the Low Library. Here, to take this cover picture, Photographer Arnold Newman was squeezed into Ike's schedule between an appointment with a university ROTC officer and a double appointment with the Engineering School dean and a Nobel Prize winner in physics. Seen through the window is the Nicholas Murray Butler Library.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—ARNOLD NEWMAN	100—ARNOLD NEWMAN
6—R. N. FARMAN	101—FERNAND BOURGES COURTESY MUSEUM OF MODERN ART—FERNAND BOURGES
8—HOME MISSIONS COUNCIL PHOTO	102, 103—FERNAND BOURGES COURTESY ADDISON GALLERY OF AMERICAN ART, FERNAND BOURGES COURTESY MUSEUM OF FINE ARTS, BOSTON—FERNAND BOURGES COURTESY WALKER ART CENTER, FERNAND BOURGES, FERNAND BOURGES COURTESY TOLEDO MUSEUM OF ART, FERNAND BOURGES COURTESY MUSEUM OF MODERN ART
13—KAS KEPPNER	104, 105—FERNAND BOURGES COURTESY CORCORAN GALLERY OF ART
14—CORNEIL CAPA	107—ALLAN GRANT
18—HARRY WESTWOOD, KEYSTONE—ZOLTAN GLASS, G.P.A.	108—JEAN HOWARD
19—COMBINE, W. ABBING	110—ACME
20—JACK BELLINI—KURT SEVERIN FROM B.S.	116—JEAN HOWARD
25—N.Y. DAILY NEWS	118—DICK POPE
28—ACME	123—GEORGE SILK
32—A.P.	124, 125—GEORGE SILK—YALE JOEL
36—ACME	126—GEORGE SILK
41—ROGER REYNOLDS FOR KANSAS CITY STAR—JOE WELLINGTON FOR KANSAS CITY STAR	129—RALPH CRANE FROM B.S.
42—CEN. INT., ACME—LT. KEYSTONE VIEW, CEN. ACME—ACME, JOE WELLINGTON FOR KANSAS CITY STAR, EDDIE CHAMBERLAIN FOR KANSAS CITY STAR	131—20TH CENTURY-FOX—RALPH CRANE FROM B.S.
43—LT. KEYSTONE VIEW—JACK WALLY, ACME—KANSAS CITY STAR, A.P., GEORGE SKADDING	132, 133—DMITRI KESSEL
44—H. G. WALKER, GEORGE SKADDING—ROGER REYNOLDS FOR KANSAS CITY STAR	134, 135—LT. DAVID DOUGLAS DUNCAN, CEN. UDOM YEN-RUDI, DAVID DOUGLAS DUNCAN—PRINCE KAVILA, RT. DAVID DOUGLAS DUNCAN—ROBIN BUNNAG
45—H. G. WALKER, GEORGE SKADDING—JOE WELLINGTON FOR KANSAS CITY STAR	136—PRINCE KAVILA, ELMER LOWER—DAVID DOUGLAS DUNCAN
46, 47—JOSEPH DI PAOLA JR. FOR BALTIMORE SUN PAPERS	137—DAVID DOUGLAS DUNCAN
48, 49—LT. HANSEL MIETH, FRANK'S MILLER—HANSEL MIETH, FRANCIS MILLER—HANSEL MIETH, FRANCIS MILLER, CEN. ALBERT FENN, RT. CHARTS BY ANTHONY SODARO AND JAMES LEWICKI	138—ELMER LOWER, DMITRI KESSEL—DMITRI KESSEL, DAVID DOUGLAS DUNCAN—DAVID DOUGLAS DUNCAN
50, 51—LT. WAYNE MILLER—ACME, CEN. WALTER DAVIS FOR MIAMI DAILY NEWS, RT. CARL IWASAKI—HAROLD H. RUBENS—THE DETROIT NEWS	139—DAVID DOUGLAS DUNCAN
52, 53—OFFICIAL U.S. NAVY PHOTOS	140, 141—DMITRI KESSEL—DMITRI KESSEL AND DAVID DOUGLAS DUNCAN
59—T. SAN FRANCISCO CALL-BULLETIN FROM INT., BOT. RT. INT.	142—FROM SIAM: GENERAL AND MEDICAL FEATURES—THE BETTMANN ARCHIVE—INT.—UNDERWOOD AND UNDERWOOD—EUROPEAN—DMITRI KESSEL
60—HANSEL MIETH, HORACE BRISTOL—INT.—KEITH DENNISON FOR OAKLAND TRIBUNE—JACK ALLEN GRAU, W.W.	144—ACME
62—ACME, SAN FRANCISCO CHRONICLE—HARRIS AND EWING, A.P.—BOB EBERT, FRANK SCHERSCHEL—SAN FRANCISCO CALL-BULLETIN FROM INT.	145—1950 ILSE BING—A.P.
67, 68, 69—CLAUDE DELORME	146, 149—WARREN FOR COLUMBIA UNIVERSITY
70—BILL PRESTON FOR NASHVILLE TENNESSEAN	151—ALBERT FENN
75 THROUGH 81—JERRY COOKE	154, 157, 158—WARREN FOR COLUMBIA UNIVERSITY
82, 83, 84—LIEUT. COLONEL NIAL RANKIN, F.R.P.S.	160—A.P.
87—YALE JOEL	165—THE MARCH OF TIME—RKO
88—HIGH VOLTAGE RESEARCH LABORATORY, M.I.T. EXC. T. YALE JOEL	166—THE MARCH OF TIME—20TH CENTURY-FOX
93, 95, 96—ALFRED EISENSTADT FROM PIX	169, 170, 172—MICHAEL ROUGIER
	174, 175—BOB LANDRY
	177, 178—GEORGE SIDNEY
	180 THROUGH 184—LEONARD MCCOMBE

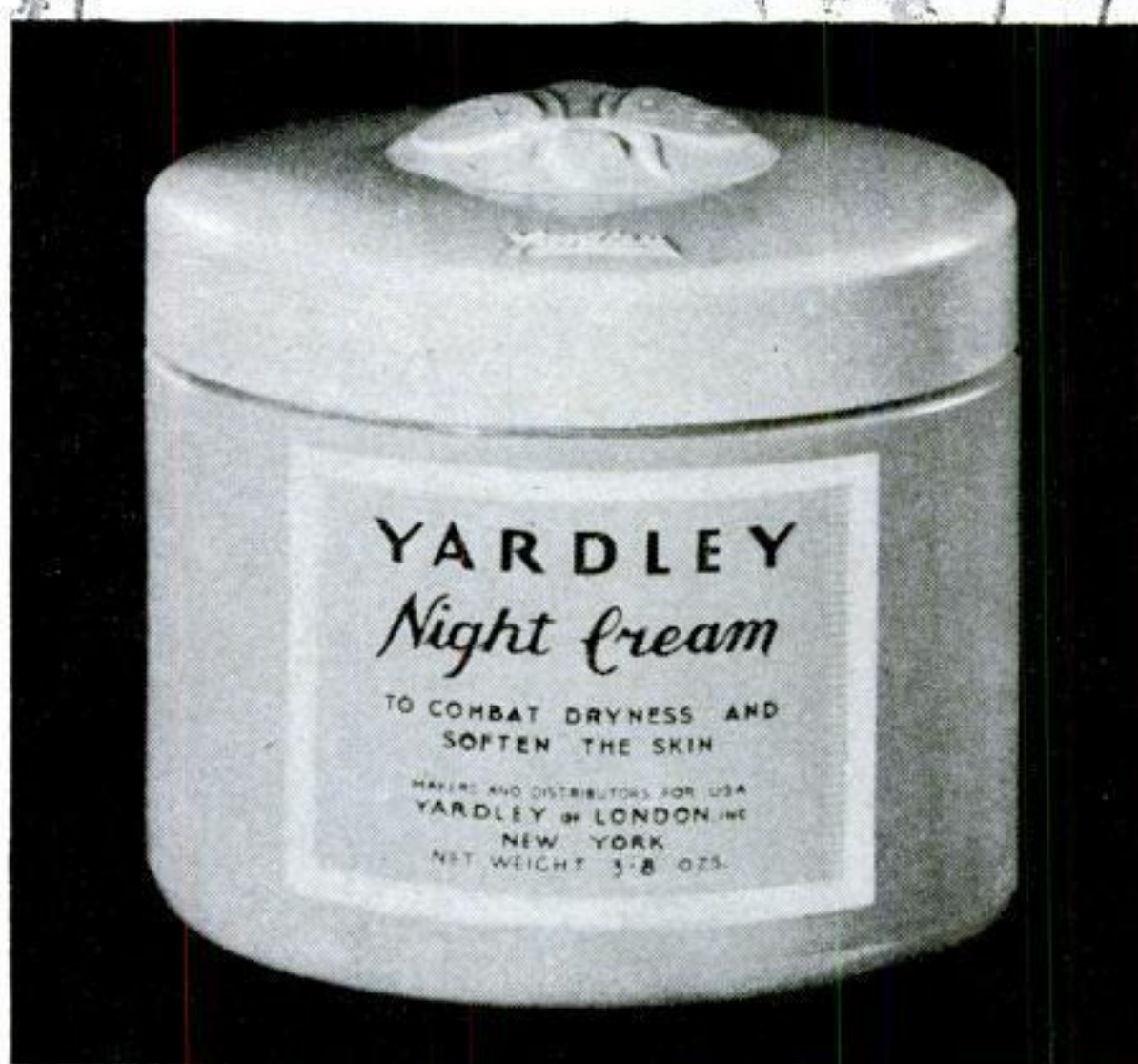
ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; EUROPEAN, EUROPEAN PICTURE SERVICE; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY.
YARDLEY, LONDON



*This simple complexion care
won't let the wind be hard on your skin*



To help keep your skin dewy soft and fresh, even when you're outdoors a great deal, make Yardley Night Cream a part of your beauty routine. Originated in England, where weather can be its worst, this rich cream helps to protect your skin from the drying sun and the chapping wind. It lubricates, softens, and refreshes, makes a luxurious beauty treatment you can easily give yourself, before you retire, or during the day when you're bathing or taking a rest. \$1, plus tax.

YARDLEY

Night Cream

Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

"Finest tone-quality I've ever heard"

"The '45' is what musicians and music lovers have been waiting for—recorded music that sounds better, plays 'easier,' costs less."

says Tony Martin

It's Sweeping the country

RCA VICTOR ⁶⁶45⁹⁹



Victrola "45"—a complete automatic phonograph, not an attachment—requires less than half the space of an ordinary phonograph. AC. RCA Victor 45EY. **\$29.95**

Never in the history of the record industry has a new development moved ahead so fast in so short a time. The "45" now outsells any other system... 65,000 automatic record changers a month and more than two million records a MONTH!

Sounds Better Critics call "45" tone superior... the stars say it's a musician's dream of hearing his music perfectly reproduced.

Plays Easier Even a 4-year-old can pile up to 10 of the non-breakable 7-inch records on the big center spindle—then press one button once for up to 50 minutes of music.

Costs Less The "45" is the *least expensive* automatic record changer as well as the

simplest, surest and finest ever. Red Seal records 95¢, Bluebirds 46¢, others 65¢.

You can get the "45" alone, with radio, or in luxuriously complete television combinations. See it, hear it, play it yourself—today. It's the record-playing system of the future.

Already over 2000 "45" record titles. Among them, 15 great new albums of all-time hits, specially arranged for dancing, and played by big-name bands.

Prices shown are suggested list prices and are subject to change without notice. Slightly higher in the far West and South. Record prices do not include excise tax.



Add the "45" to your present set—radio, phono, or television—with this automatic record changer attachment. AC. **\$12.95**



Here's the "45" plus AM radio in a maroon plastic cabinet less than one cubic foot in size. AC. RCA Victor 9Y51. **\$59.95**



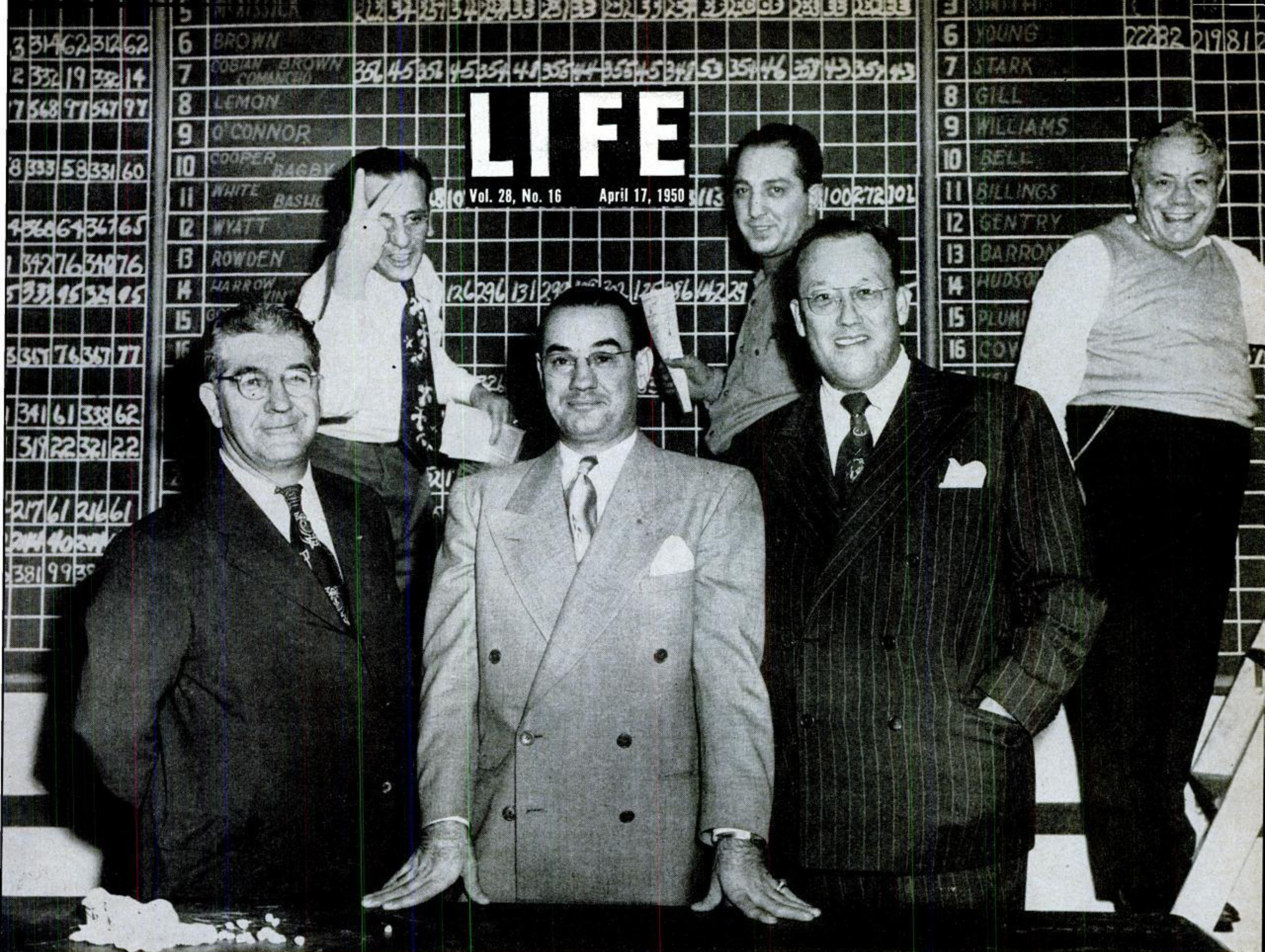
Stunning new console has the "45" changer, a separate automatic changer for 78 and 33 1/2 records, plus AM-FM radio. Big 12-inch speaker. Choice of finishes. RCA Victor A78. **\$199.95**



"Victrola"—T. M. Reg. U.S. Pat. Off.

WORLD LEADER IN RADIO...FIRST IN RECORDED MUSIC...FIRST IN TELEVISION

RCA VICTOR
Division of Radio Corporation of America



IN HOUR OF TRIUMPH, election night 1948, dapper Charles Binaggio struck a victor's pose, flanked by lieutenants Henry McKissick (left) and George R. Clark. He

had just delivered his Kansas City North Side wards to Democratic column with big majorities, was ready to reap the spoils. At right is his father-in-law, Tony Bondon.

SHOTS END A MISSOURI POLITICAL CAREER

On the morning after the 1948 election, when most of the country was surprised to find that Harry Truman was still President, Kansas City got an extra surprise. It woke up to find that a Sicilian cobbler's son named Charles Binaggio had become the hottest politician in Harry Truman's home county of Jackson. A onetime golf caddy and smalltime gambler with bigtime ambitions, Binaggio had worked up from the precinct level to capture several strongholds of the tired Pendergast machine in the city's rough North Side. By lavish use of money, manpower, motorcars and patience and persuasion of various sorts, he had rolled up huge winning votes for every candidate he backed, including Forrest Smith, the present governor. Charlie Binaggio's hour of triumph, however, was to be brief. He hired a private railway car to attend the Truman inaugural in style—only to find that the sometimes tolerant Truman wanted no part of him. Binaggio did get certain favors from Governor Smith, including the appointment of police board members he recommended in Kansas City and St. Louis. He did not get the one favor he wanted most, which was the opening up of both towns to gambling and other vices

on the old-style, freewheeling basis. On top of all this a federal grand jury last fall began digging into the affairs of Charlie and his associates. Recently when Robert Elson, chief of TIME and LIFE's domestic news service, dropped in on him Binaggio mourned that national fame had brought him nothing but pain. "I don't know this Frank Costello," he complained. "I don't know this Mickey Cohen . . . I want to get out of politics." One night last week he did, but the choice of time was not his own. In his First District Democratic Club on Truman Road, Binaggio was shot to death along with a ruffianly henchman named Charlie Gargotta. The workmanlike firing squad handled them identically: four bullets in the head. Who executed them, and why, baffled even the Republican Kansas City Star, which is reputed to know everything that goes on in town and has had two men working on such matters for two years. Noting that Gargotta had \$2,041 in his pockets, the Star confidently announced in a headline that ROBBERY IS NOT THE MOTIVE. That was small comfort to a city suddenly apprehensive of a new reign of terror by gangsters mixing in politics. For the background to Kansas City's latest act of violence, turn the page.



IN DEATH BINAGGIO SPRAWLS AT SCENE WHERE HE TASTED GLORY

"EVERYTHING'S UP TO DATE IN KANSAS CITY"

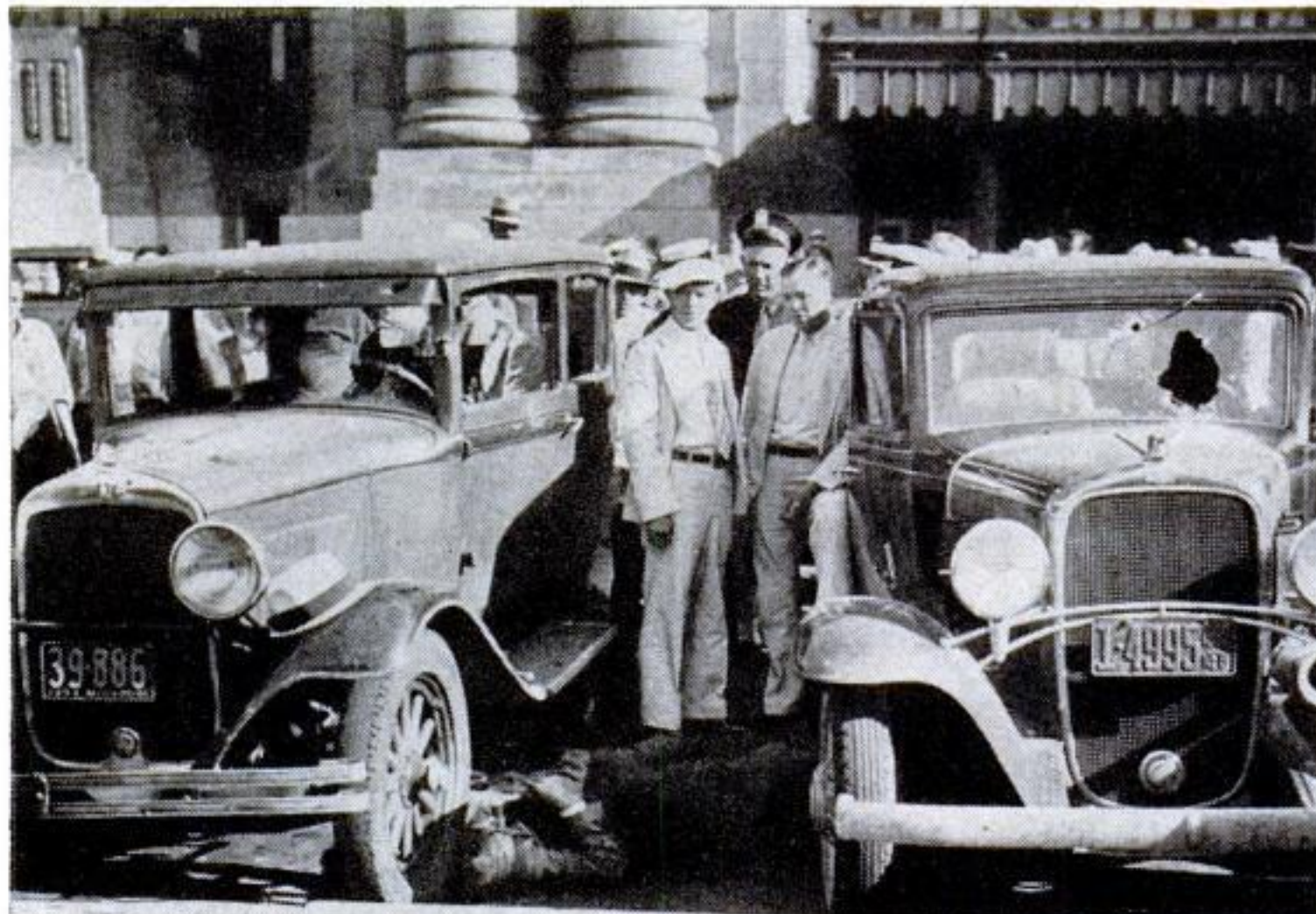
"This is really a clean town," a restaurateur friend of Binaggio said defensively last week. "We've got our neon-lighted juke joints, but you have to look hard to find a place where you can gamble. For 10 years our city government has been managed efficiently. We're a city of home owners, we love the arts,

we're proud of the Nelson Gallery of Art—and yet when I'm in New York or out on the coast I really hesitate to say where I come from. People always raise their eyebrows and say, 'Oh, yes—the gang town.'"

In the gay old days it was a roaring city where sin had a touch of glamour, where the merchant's lunch



RIVALS for Democratic rule in 1925 were "Rabbit Boss" Shannon (left) and "Goat Boss" Tom Pendergast, who finally won.



BOLDEST FORAY of gangsters who made Kansas City a private shooting gallery was the Union Station massacre of June 1933. Gunmen set out to free Frank ("Jelly") Nash, a captured federal escapee. Nash and four officers were killed in station plaza.



"PRETTY BOY" Floyd came out of hiding in Kansas City to take part in massacre. He escaped and was killed in Ohio in 1934.



INDICTED for lying in denying he told cops to go easy in massacre case, Detective T. J. Higgins is now back on police force.



INTRODUCTION of Cargotta, killed with Binaggio, came in 1933. He was indicted for murder, later served 19 months in jail.



UNDISPUTED BOSS of Democrats during these years was Tom Pendergast (right), shown chatting with protégé, Senator Truman, at 1936 National Convention. Under Tom's sponsorship, Truman had rolled up a 136,000 vote plurality in Jackson County.



VOTE FRAUD case, sequel to Truman's purge of Rep. Slaughter in 1946, blew up when courthouse vault was rifled (above).



SLAYING OF WITNESS Mary Bono resulted from vote fraud case. She died the night after she offered to obtain evidence on ballot thefts if U.S. attorney would release her husband from jail. Here her sister and daughter weep at scene where she was shot.



CONVICTED in the vote fraud, Morris ("Snag") Klein, pal of Binaggio, is in jail. Only four out of 39 indicted were convicted.

in the Chesterfield Club was served by waitresses wearing nothing from the shoes up. Later Kansas City harbored some of the country's most vicious criminals and was stuck with their crimes—because the citizens took to neglecting local government. One citizen who did not intend to neglect this kind of

thing was Boss Jim Pendergast, who freely admitted last week that politically he stood to gain the most from Binaggio's death. Pendergast had refused to deal with Binaggio but now figured he could take what he wanted of his slain rival's forces. "I'm not a Puritan," said Jim, "but you can't have the wide-

open kind of gambling that Binaggio promised. He took \$100,000 or better in 1948 on his promise to open things up. . . . Well, he went up fast and he went out fast." On these pages are glimpses of some of the vivid episodes the city went through during the short, turbulent lifetime of Charlie Binaggio.



CONVICTED of role in massacre, Adam Richetti died in gas chamber. Verne Miller, third gunman, was killed near Detroit.



IMPLICATED in massacre—he "lent" Floyd for job—Racketeer John Lazia was Pendergast's behind-scenes police head.



AT FUNERAL of Lazia, who was machine-gunned in 1934, about 10,000 people filed past his silver-lined casket. Both Gargotta and Binaggio, who was destined to be buried from the same Catholic Church (Holy Rosary) 15 years later, were Lazia pallbearers.



AT PENDERGAST ARRAIGNMENT in 1939, Jim (left), Tom Jr. and Tom Sr. discuss charges that the boss failed to pay income taxes. In debt after playing the horses, the boss had taken gifts from insurance firms to recoup. He served a year and a day.



TOM'S FUNERAL in January 1945 is attended by the new vice president, who says loyally that Tom "was always my friend and I have always been his." Truman had been sold to the boss by Jim Pendergast (right), his buddy in a World War I training camp.



ONE OF 23 unsolved killings since 1946 was the case of LeRoy Dean Crist. Acquitted of the murder of a local liquor dealer, Crist was found shot to death in his automobile.



DAYLIGHT MURDER of Wolf C. Rimann a year ago halted his plans for big-scale slot machine operation. Publicity may have queered Binaggio's gambling plans too.



"LAST CHANCE" saloon, on the Missouri-Kansas line, is where Binaggio and Gargotta were last seen alive. After slaying, gambling equipment was hustled away in truck.

Binaggio CONTINUED

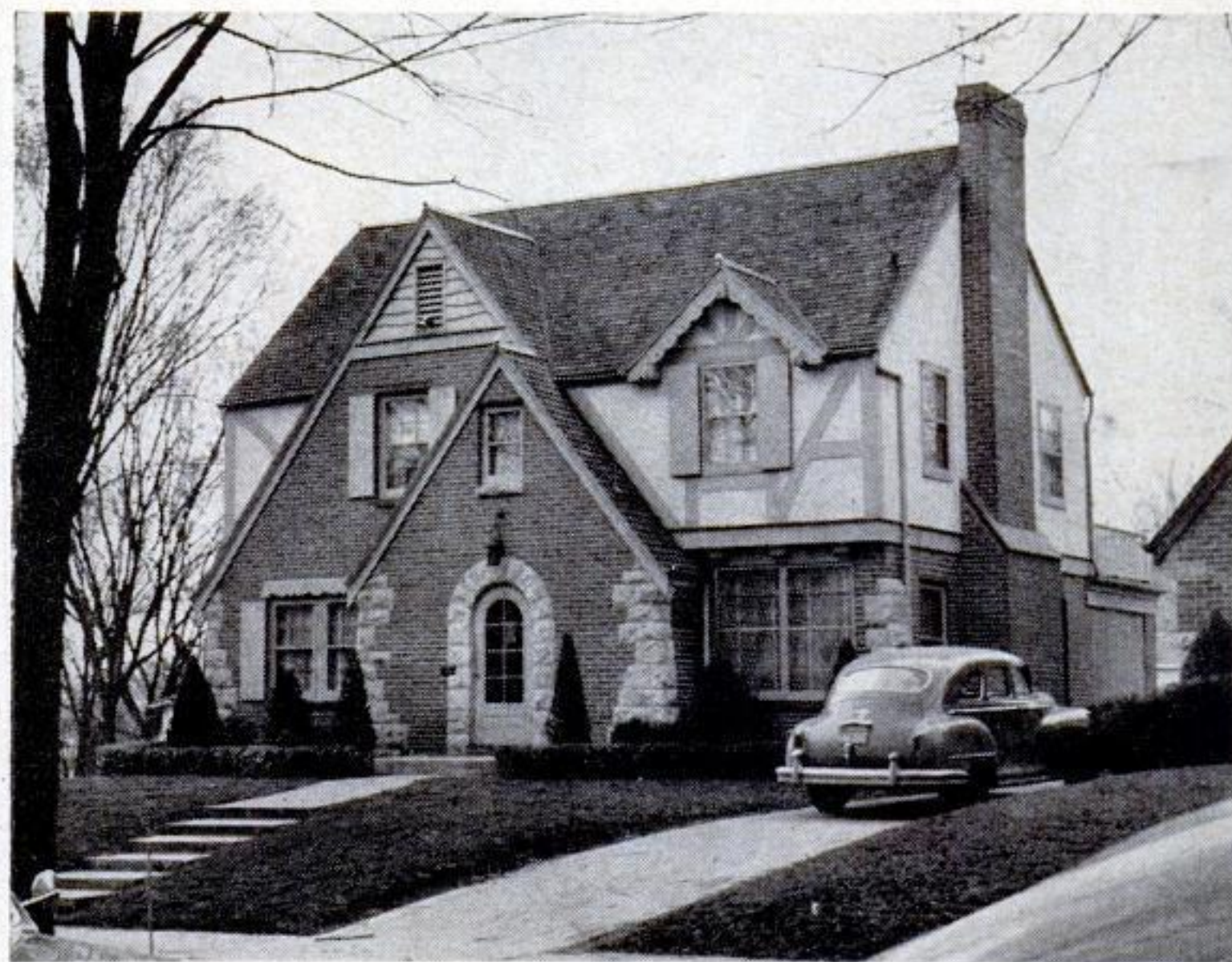
A PRETTY WIFE, A SPLENDID HOME, A HOST OF PALS, A FINE FUNERAL



BINAGGIO DELIGHTED IN DISPLAYING HIS ATTRACTIVE WIFE, CECILIA MARIE

ON ELECTION NIGHT a year ago November, Binaggio's First District clubhouse was packed with a victorious crowd of party workers, officeholders and a sprinkling of local hoods. At the center of the throng were Binaggio and his wife (1 and 2). Also among

At 41, Charlie Binaggio had come far. He was a partner of local distributors for the Chicago beer formerly brewed by the Capone gang. He was interested in a race-news service, taverns and one or more "sneak joints," the only kind of gambling he had been able to open up in Kansas City. He had a home in a well-to-do neighborhood, a striking blond wife and 7-year-old daughter, an admitted \$40,000 income. He also had a great desire to be respected by respectable folk.



A QUIET NEIGHBOR, HE LIKED TO WORK IN THE YARD OF W. 70TH ST. HOUSE

those present: 3) Undertaker Peter B. Lapetina, who buried his cousin Binaggio this week; 4) Max Ducov, who split his beer distribution profits with Binaggio; 5) Nick Penna, Binaggio's chauffeur, and 6) former Pendergastian mayor Frank Cromwell.

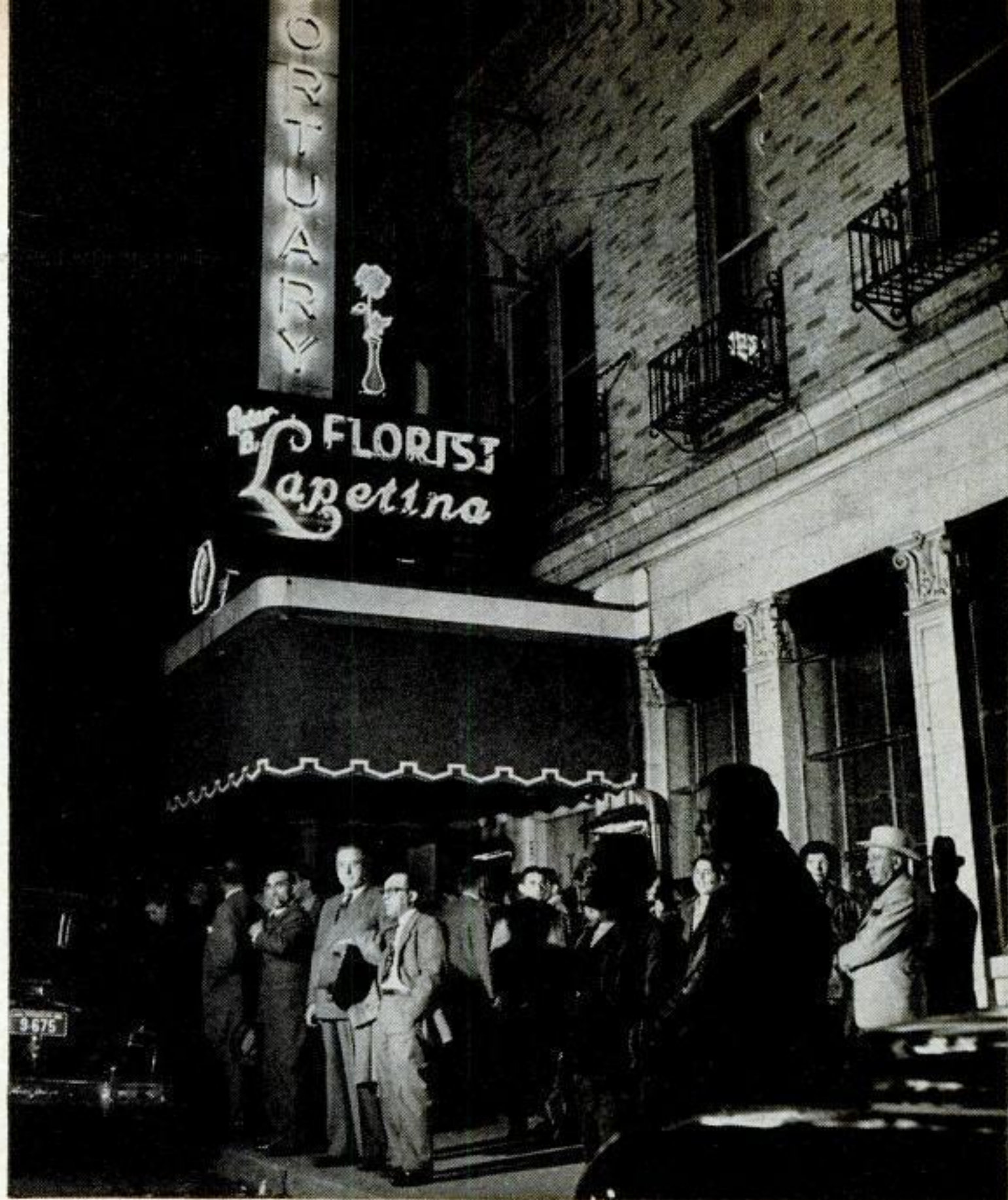


Last fall, at the local dinner honoring his fellow townsman Bill Boyle, Charlie Binaggio wangled his way to a spot near the speakers' table, within nodding distance of such notables as Stuart Symington and *Star* President Roy Roberts (below). In spite of snubs by Truman and Boyle, and aside from the fact that someone disliked him enough to have him murdered, Charlie Binaggio had a host of friends. They turned up by the thousands to mourn at his wake (right) and his funeral.



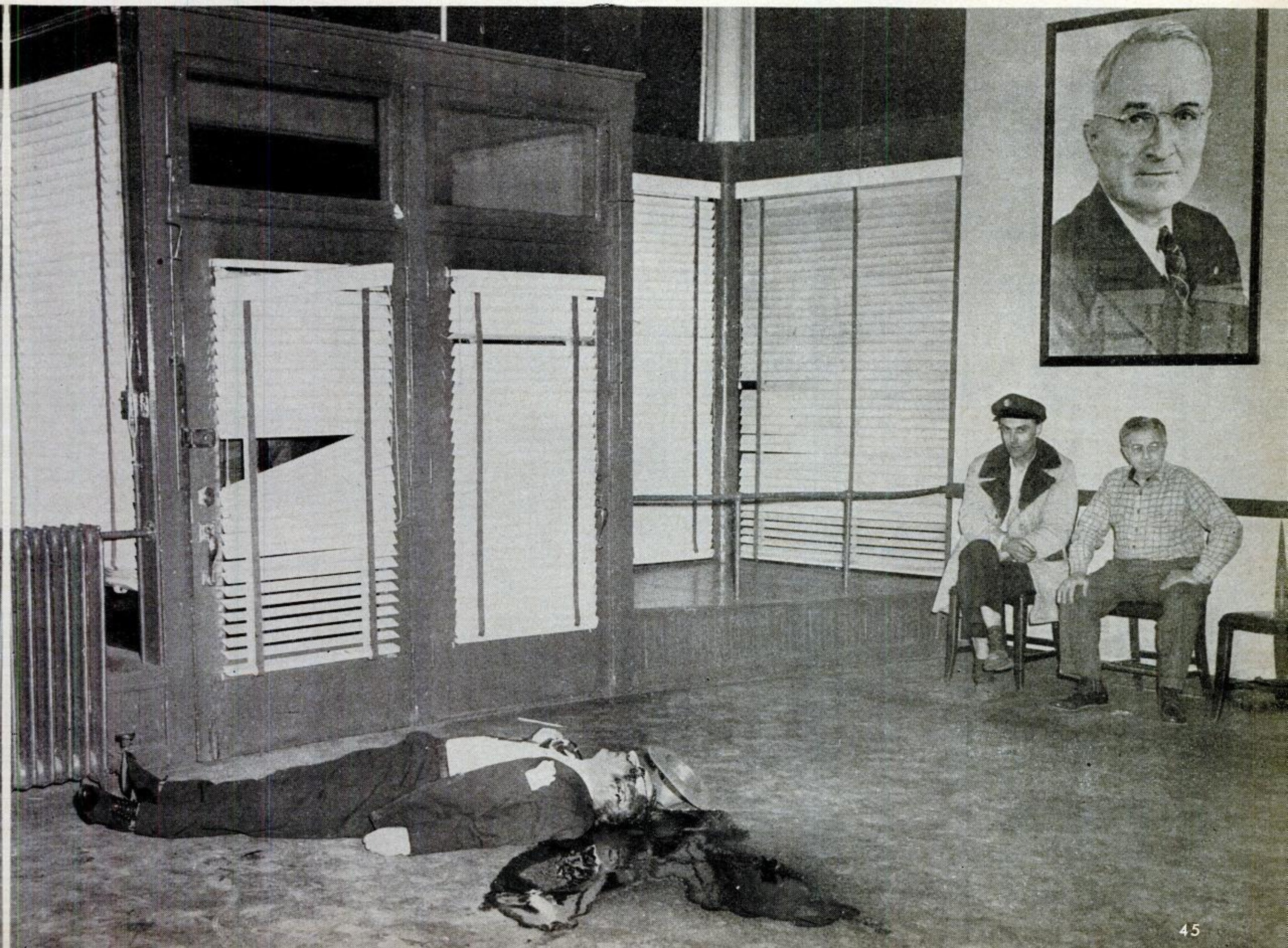
AT THE BILL BOYLE TESTIMONIAL DINNER BINAGGIO SAT AMONG THE BIGWIGS

ON MURDER MORNING Gargotta lies dead just inside the clubhouse door, where he clutched at the Venetian blinds as bullets overtook him. Beneath the Presidential portrait sit Taxi Driver W. A. Gambill, who discovered bodies, and Harry Erwin, who



THE WAKE DRAWS CROWDS FROM ALL THE CITY'S WARDS AND ALL WALKS OF LIFE

lives upstairs in a hotel. Sound of water overflowing from a leaky toilet in the hotel caused Gambill to investigate. Two nights after the killings, while two cops guarded the clubhouse, burglars brazenly stole \$600 and some whisky from a tavern next door.





A MASS BALK IN MARYLAND

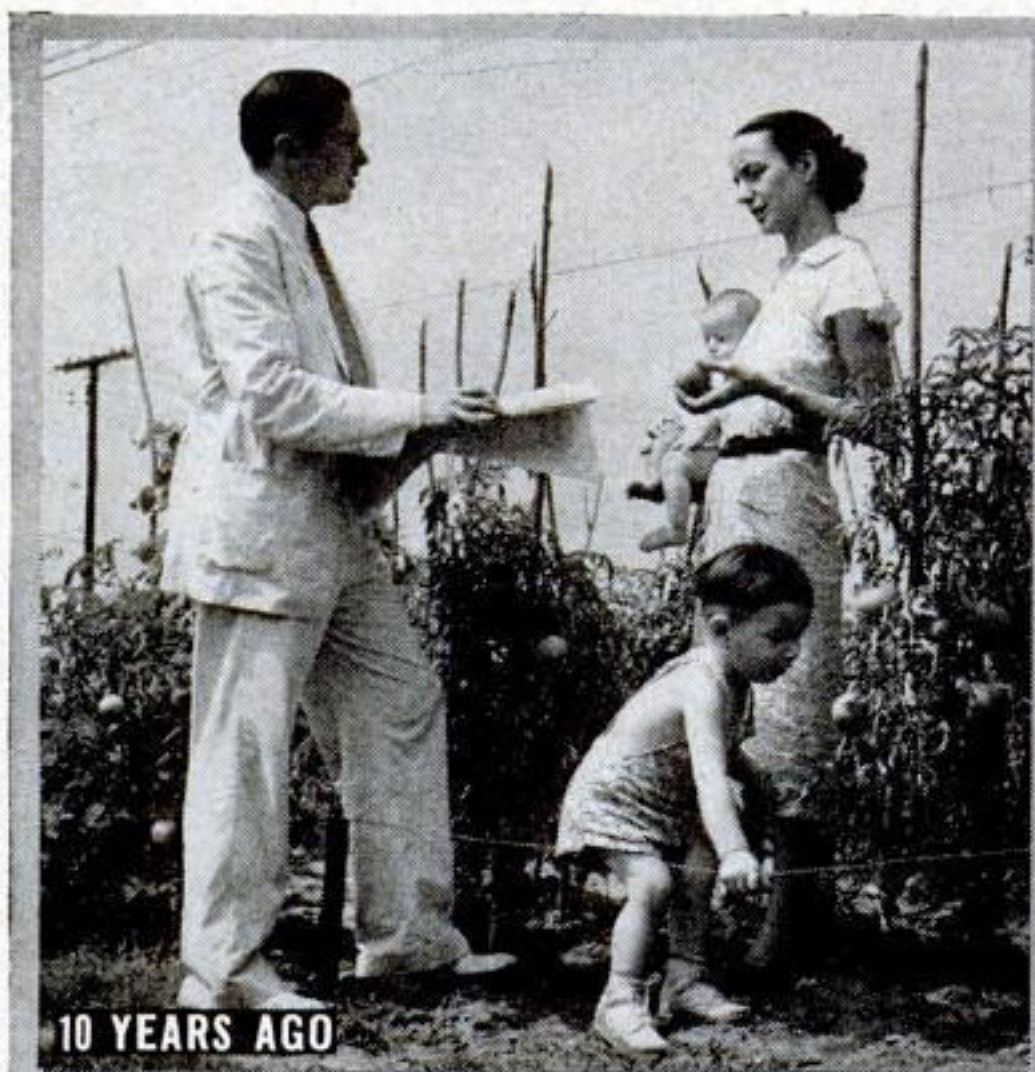
The 18 horses in the Green Spring Valley Hunt Club's race near Cockeysville, Md., a rehearsal for Baltimore society's annual competition later in April, were supposed to come across the farmland, gallop up a little rise and then soar over this fence, the first jump on a 5½-mile course. The first few jumped beautifully,



but then there occurred at the fence a real huntsman's nightmare. Coming up neck to neck, the horses mounted by Sheila McCreery and Frank Bonsal (*right*) balked and spilled their riders to the ground. Unnerved, 12-year-old Frank Riggs's dappled mare (*left*) shied away. Ethel Hoffman's mount (*third from*

left) refused to jump and James McHenry's horse (*second from left*) tossed his head and swerved away. Two more horses coming up in the rear made the balk unanimous. Getting back their breath and their mounts, the seven riders coaxed their entries into swinging around and trying again. Eventually all got over.

"LIFE" REVISITS PEOPLE PICTURED IN CENSUS STORY 10 YEARS AGO



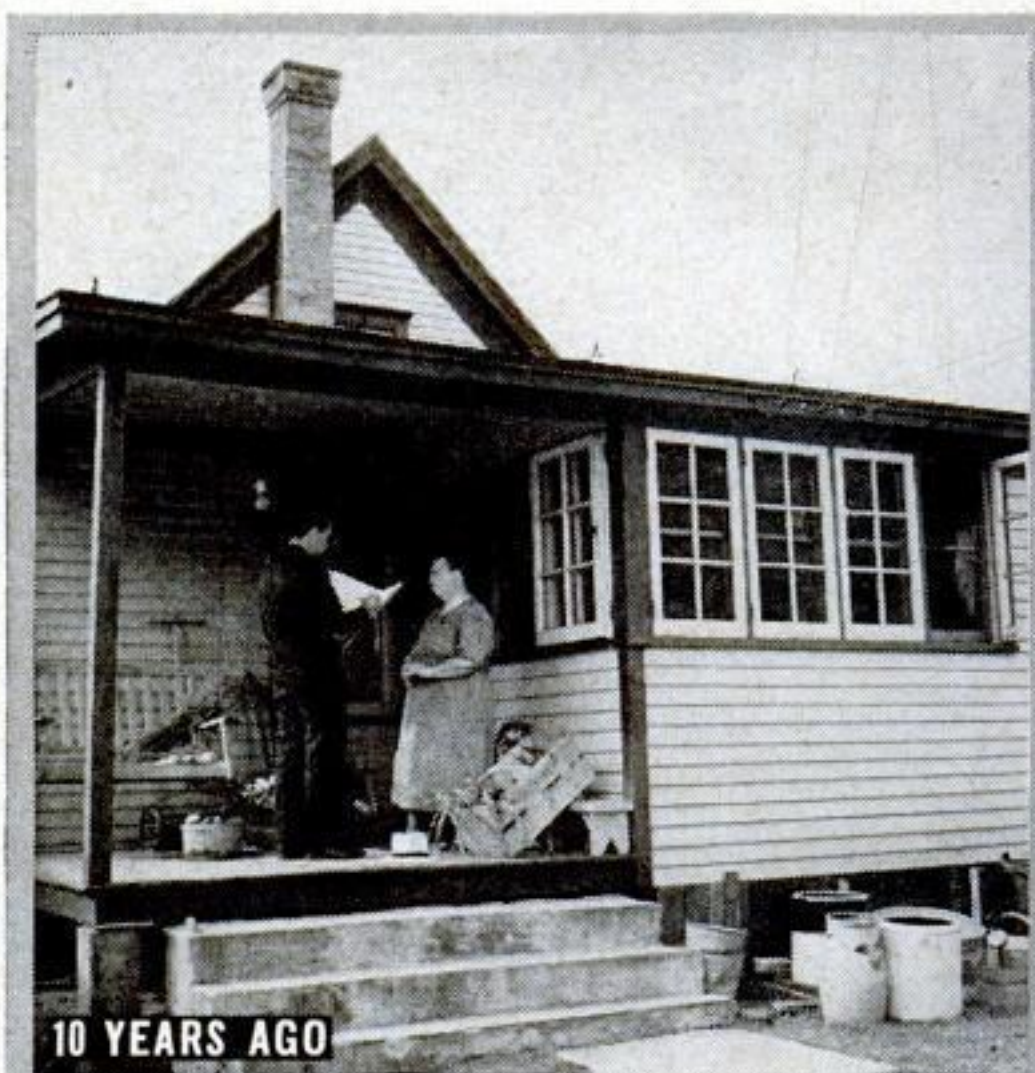
10 YEARS AGO

HARD TIMES had hold of this family. Mrs. Clarence Schultz was in backyard in South Bend, Ind. with children Johnny (on her arm) and Lidia when census taker and photographer called. She said her husband was unemployed.



THIS YEAR

GOOD TIMES are here for Schultzes now. They have moved to farm 20 miles from South Bend, have another child, 4-year-old Linda (center). Schultz share-farms for an absentee owner, hopes to be able to buy his own farm.



10 YEARS AGO

GRANDMOTHER, Mrs. Joseph Aufschlager, told the census taker that she lived on a 5-acre farm near South Bend, that she had a husband and three daughters. In 1945, midway between censuses, Mrs. Aufschlager died.



THIS YEAR

GRANDCHILDREN live in Mrs. Aufschlager's house, one life having been replaced by four. Her daughter and son-in-law have put new siding on the house, enclosed the back porch. Mr. Aufschlager, now 72, lives with them.



10 YEARS AGO

WELL-FILLED CHAIR was occupied by Paul Hoffman, then president of The Studebaker Corporation, South Bend's biggest employer. Studebaker in 1940 was turning out 10,866 vehicles a month, had 7,638 people on payroll.



THIS YEAR

EMPTY CHAIR is still kept in same office for Hoffman, although another man (H. S. Vance) is president. Hoffman is away on leave directing ECA. Studebaker now makes about 32,000 vehicles a month, employs 21,070 people.



ENUMERATOR GLADYS COLLIER GETS READY TO CHECK

THE U.S. COUNTS

15 billion facts are filling in

Mid-April was mid-point for the 1950 census. This week half the nation's 151 million people had been counted, half of 15 billion facts about them had been collected. Provisional population totals for cities and towns would be released next month and in June, but it would take until 1953 to complete all the tabulations.

Basically the Bureau of the Census was doing just what the writers of the Constitution decreed 163 years ago—counting the people so that representatives in Congress may be properly apportioned among them. (The first census, in 1790, showed the states had 3,929,214 people, not counting Indians, and were entitled to 105 representatives.) But now a great deal more was being done. The 140,000 enumerators were finding out what kind of houses the people live in, how they keep warm, how many ducks and plum trees they have, how much money they make. Some citizens found themselves answering as many as 400 questions and, generally, liking it. This was partly because they enjoyed looking back and comparing their status now with what it was a decade ago—like the people at left whose status



NEW YORK APARTMENT WHICH HOUSES 600 PEOPLE

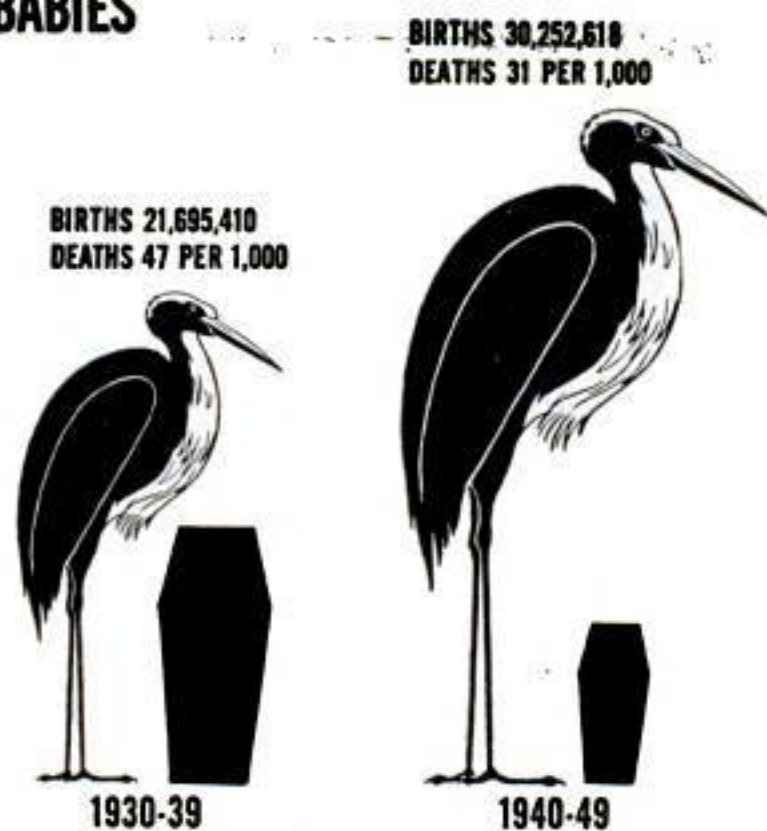
151 MILLION NOSES

details of the census estimates

LIFE reported in a story in the last census. It was partly because they are proud to live in one of the growingest nations in the world—the estimated population gain for the decade was 19 million, a record, and more than the populations of Chile, Kenya and Austria combined. And it was partly because they knew that the tabulated facts would constitute an invaluable reference library for every American who buys, sells, makes, grows, invests or studies. Without the decennial census reports, U.S. business would be sorely handicapped.

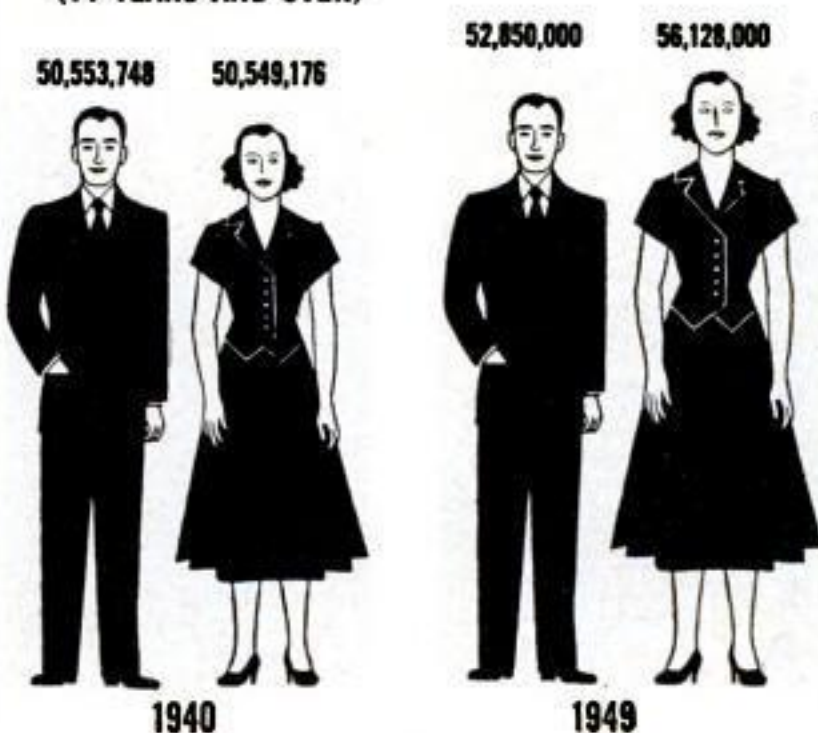
The Bureau of the Census had some fairly precise ideas, based on samplings since 1940, as to what it would find out. These enabled it to make scores of estimates in various categories, including those at right. The Bureau was also certain that the census would show that the number of households had increased from 35 million to 40 million; that dwelling units had increased from 37.3 million to 45 million; that the farm population was still declining, from 30.5 million to 27.8 million; and that Negroes were leaving the South in a great migration—in the North and the West, their numbers have nearly doubled.

BABIES



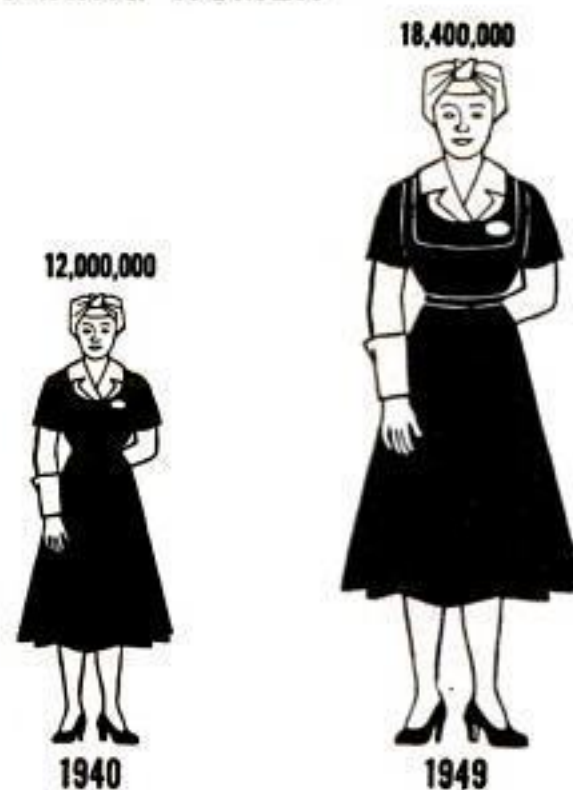
FEWER INFANTS DIED because of medicines and treatments; total births increased.

MALES & FEMALES (14 YEARS AND OVER)



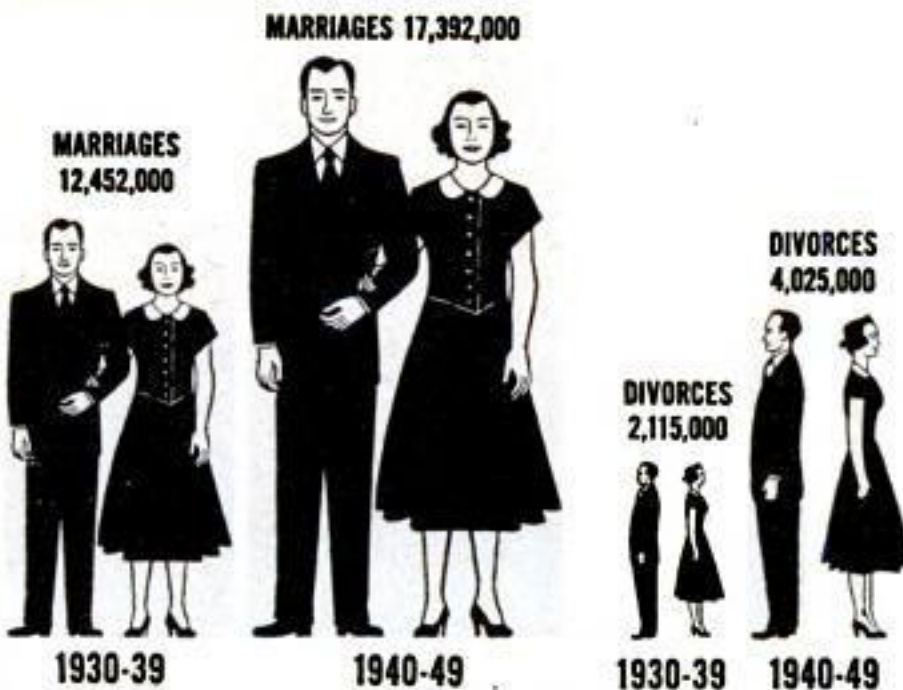
WOMEN OUTNUMBER MEN by 3.4 million. More men are born, but women live longer.

WORKING WOMEN



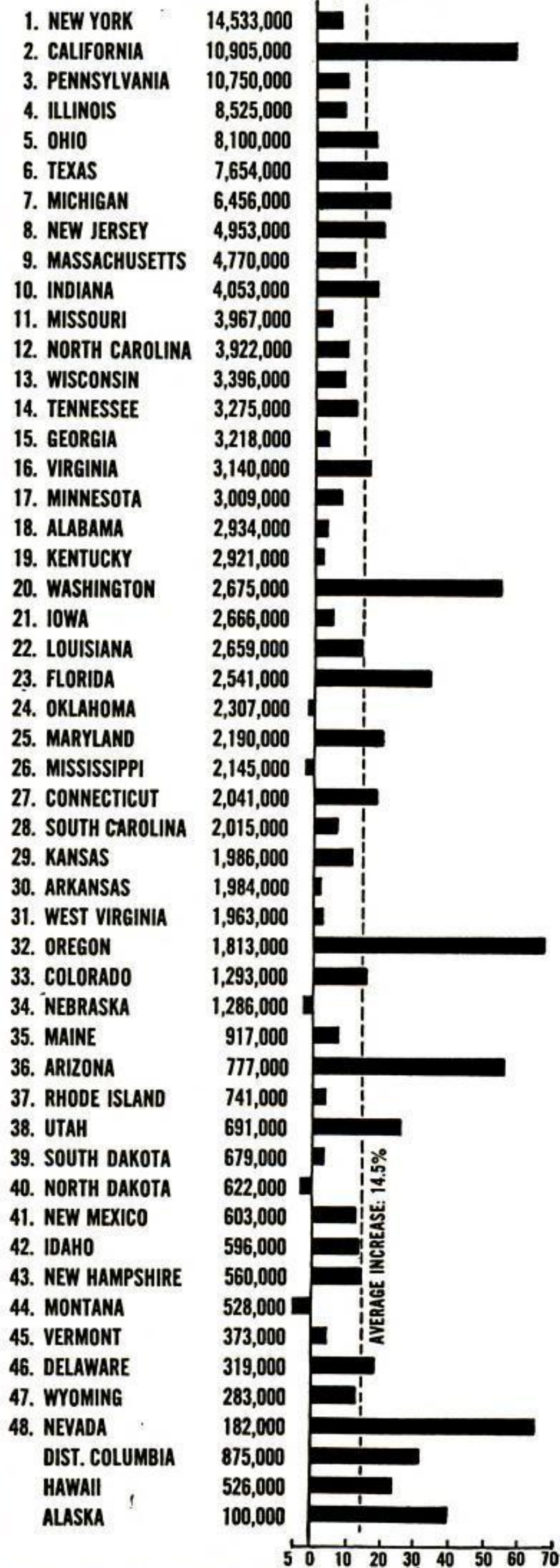
WOMEN KEPT JOBS they got during the war and have greatly increased female labor force.

MARRIAGE & DIVORCE



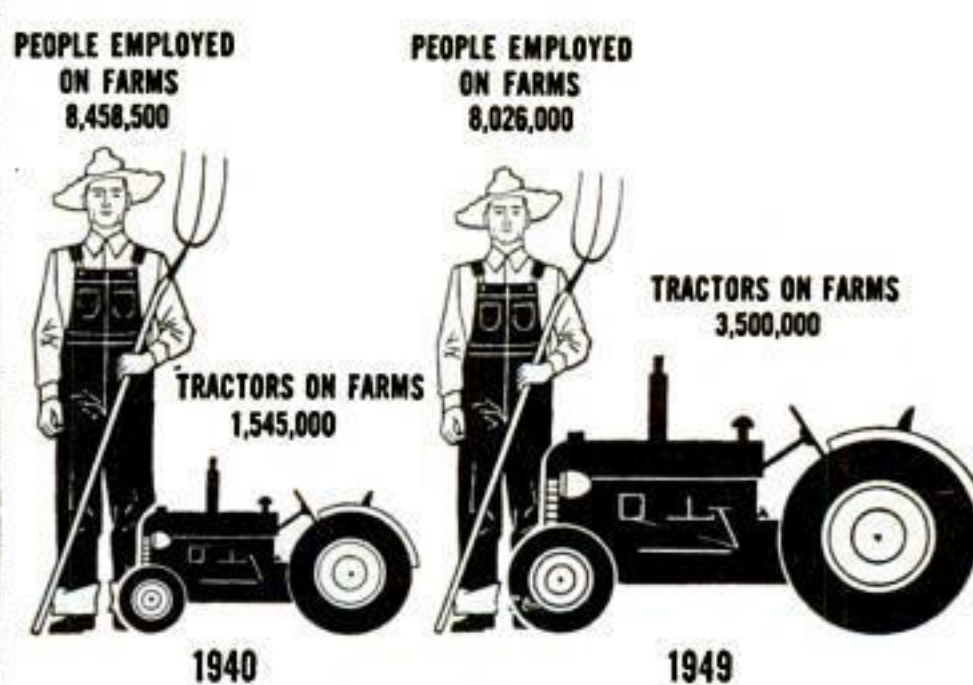
DIVORCE INCREASED more rapidly than marriage: weddings about 40%, divorces almost 100%.

ESTIMATED 1950 POP. — + PERCENT CHANGE



GROWTH BY STATES is led by Far West group. Only five states have registered a decrease since the last census.

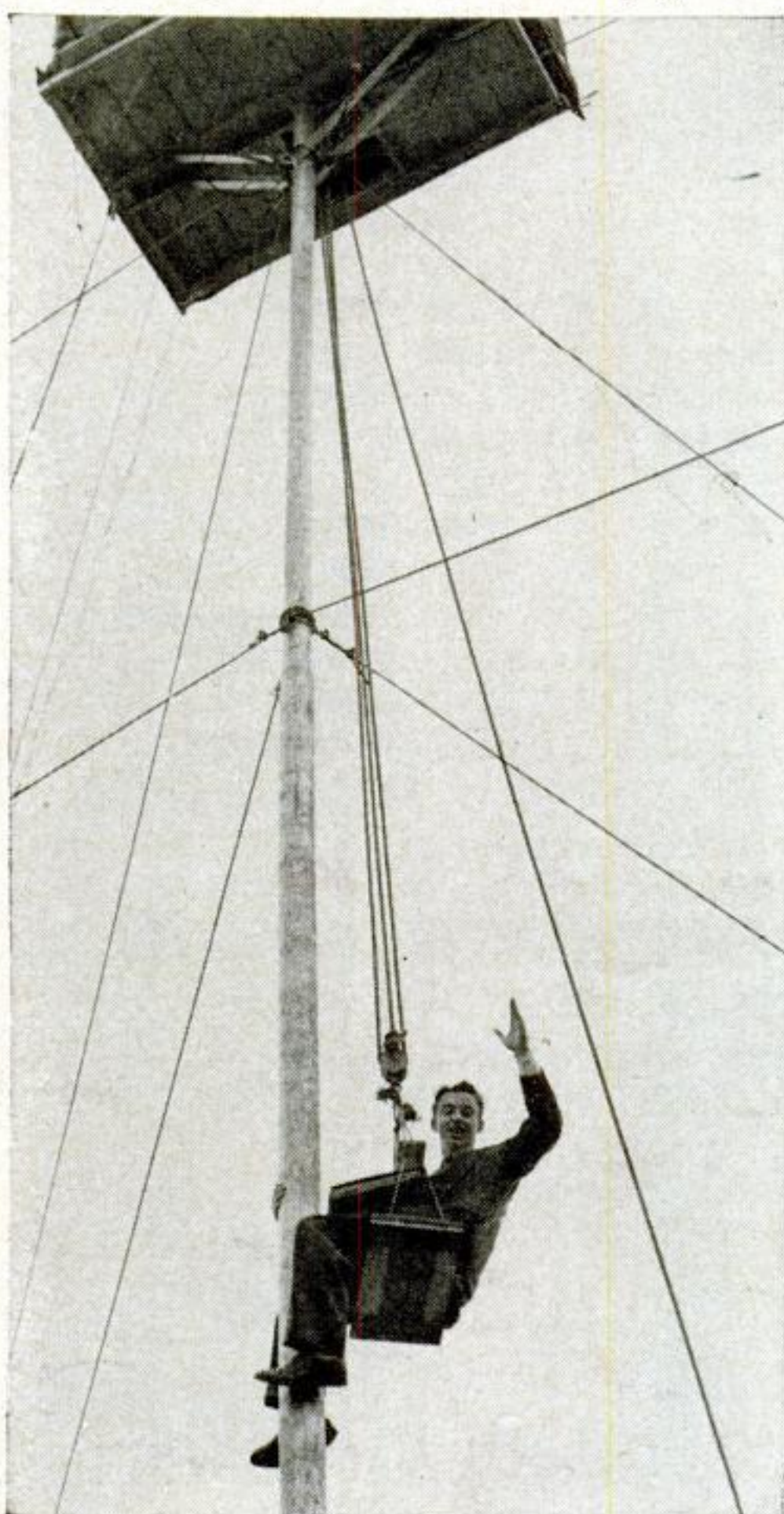
AGRICULTURE



MACHINES REPLACED MEN on farms. The decline in farm population has been continuing for years.



AT FARRALON ISLAND (est. pop. 30) 32 miles off San Francisco, census taker's boat is hauled up by a hoist.



ON A FLAGPOLE in Atlanta, William Smith goes up to check pole sitter who is trying to break world's record.

THE ENUMERATORS TRAVEL THROUGH SNOW, FLOODS

To complete their questionnaires the 140,000 enumerators were traveling by almost every means of locomotion known to man. Some wore out their shoes combing one apartment building in a big city, others roamed hundreds of miles of grazing land hunting for somebody to count. Near Bremerton,

Wash. a census taker went out to do his duty at the town of View Ridge, which during the war's ship-building boom had 1,500 homes and 4,000 people, found only one building, no people. On two of the Pribilof Islands off Alaska an enumerator found only 548 people, an estimated three million seals. In



IN MID-AIR at Fowey Rocks Lighthouse 14 miles off Miami, Reporter Rose Mallory of the *Miami Daily News*

frantically clutches the gangway before dropping into the Atlantic. She had come out with an enumerator to

AND UP POLES TO CORNER EVERY LAST STATISTIC

many cities census takers were staging T- (for "transient") nights, on which they swarmed through hotels. Two evenings later they combed the missions and flophouses. In New York an enumerator ran into a woman who had forgotten how to spell her name, walked with her to her mailbox where she

checked up. In West Virginia a census taker was handed \$5 by a woman who had borrowed it 12 years ago. Near Rockville Centre, N.Y., Mrs. Miriam Attfield set out to cover her territory at 8 a.m., came back at 8:30 to ask for another assignment. She had drawn a district which contained only a cemetery.



write a story on the census taking of four Coast Guardsmen who live there, lost her balance when a wave suddenly

rocked the boat as she was stepping out. Except for the damage to her dignity, and a dunking, she was unhurt.



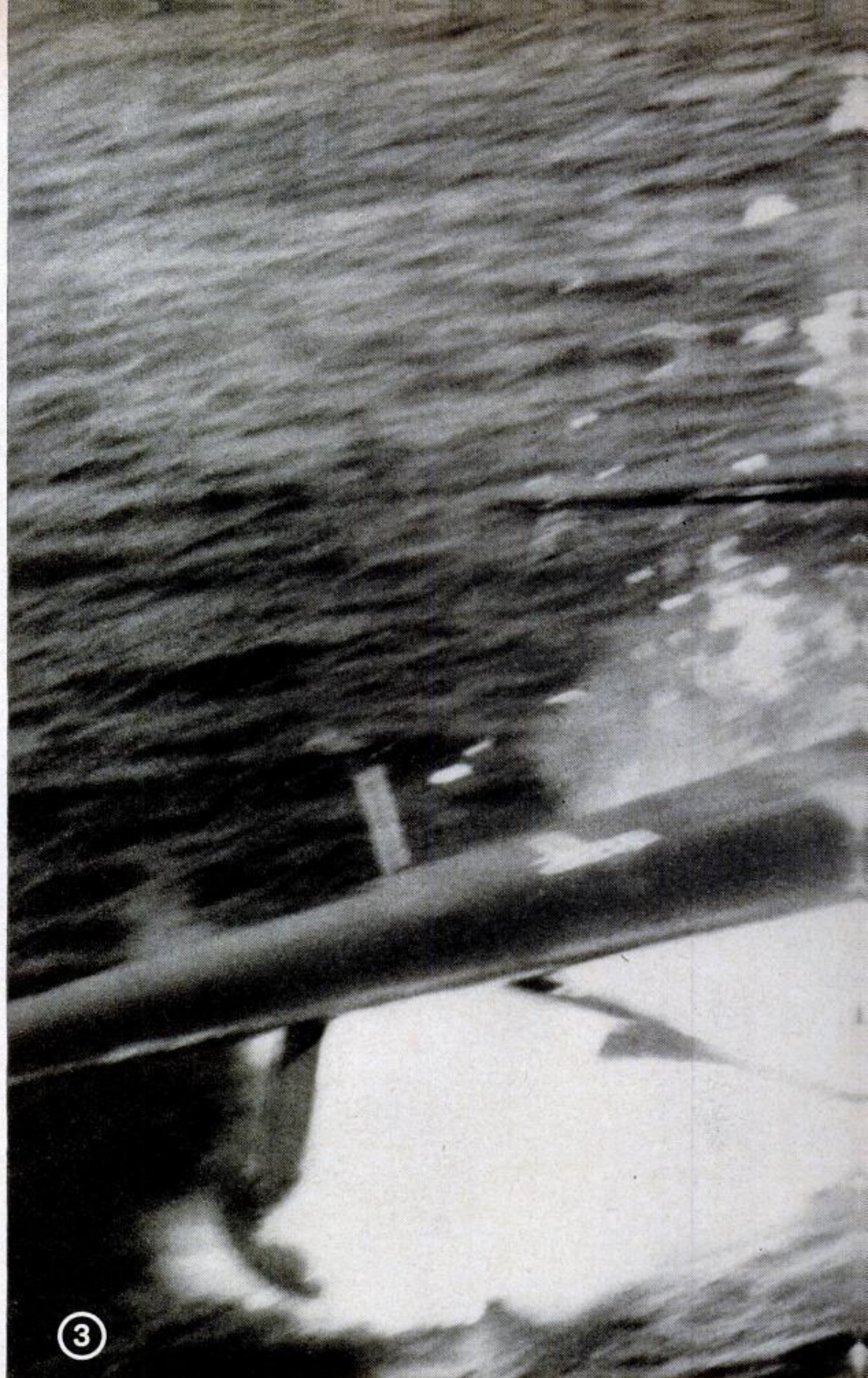
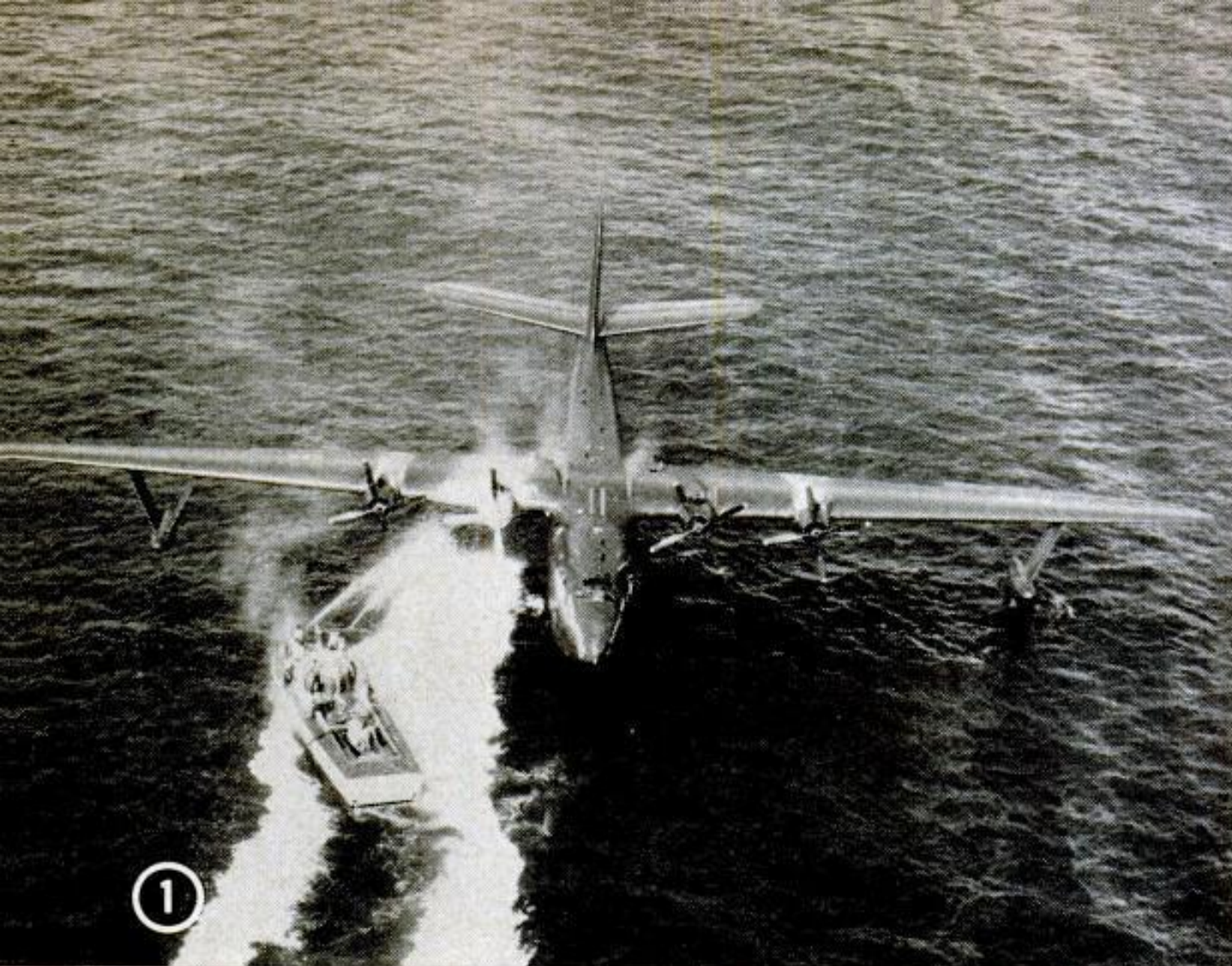
IN COLORADO grade school teacher-enumerator Bette Maxwell trudges on snowshoes near town of Kittredge.



IN WYOMING census taker Philip Levitt interrupts Sheepherder Frank Gurule during the lambing season.

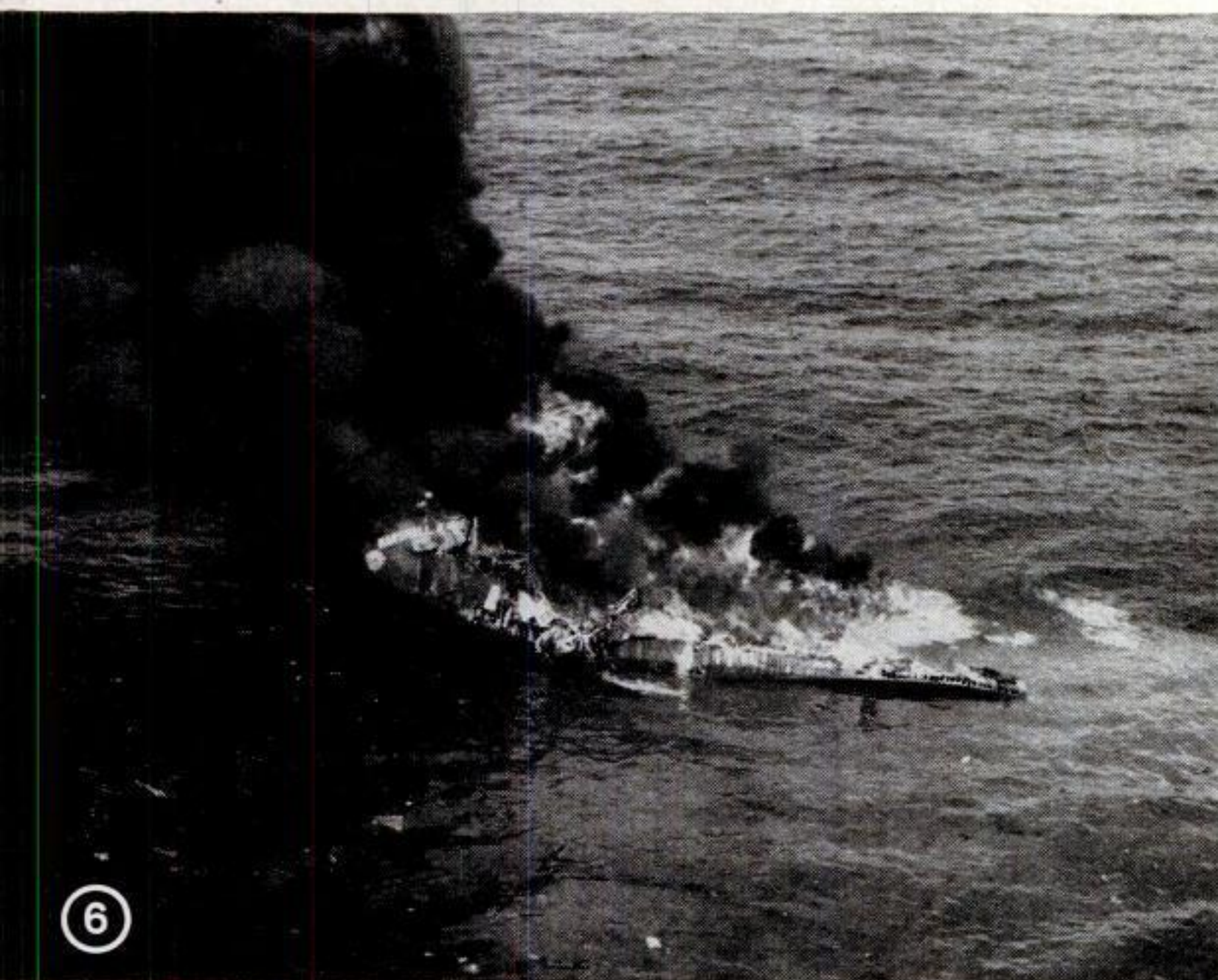


IN DETROIT Mrs. Dora DeMarco wades through a flooded suburb in Southfield-Outer Drive area in boots.



END OF THE "MARSHALL MARS"

Flying to pieces like a clay pigeon, the Navy's *Marshall Mars*, which once carried more people aloft (308) than any other plane, came to the end of its four-year career. On April 5, two miles off the Honolulu Airport, a new engine, being flight-tested between regular U.S.-Hawaii runs, caught fire. Lieut.



Commander George E. Simmons landed. At the moment that luck ran out on the *Mars*, it served well the crew of seven, who swam to rafts they had launched. Lucky, too, was Navy Photographer Joe Martin, who was overhead in a helicopter and took these pictures. Pictures 1 and 2 show the abandoned

ship with a fireboat trying to save her. Minutes later the fireboat moved away and the plane exploded (picture 3). For 55 minutes the *Mars* burned (pictures 4, 5, 6, 7), then sank. The crew was picked up by a crash boat. Said Radioman Leslie Taylor, "Our biggest worry was whether we had our watches."

IT WON'T DO!

JOB FOR REVENUE MEN

In a time of falling tax receipts and a big government deficit the U.S. Bureau of Internal Revenue keeps 25,000 front-line enforcement officers investigating income tax returns. This preoccupation with what comes in undoubtedly pays off, but it might pay off even more if the government were to put 25,000 men to solving the problem of waste in what goes out.

THE JOKE IS ON TEACHER

The Division of Examination and Testing of the New York State Education Department has been having a hilarious time compiling students' boners from recent State Regents' examinations. Seems that some students just don't know from nuthin'.

Here are some sample boners. "A sensation is that state of public mind that exists in a given community when one man's wife runs off with another man." The frontier influenced history by "furnishing bad men for writers to write about." "He was a great sailor during the time in the Navy when men were made of iron and the ships were made of wood." "The teacher must be dressed simple. She should wear a commanding look on her countenance." "Then I learned something you call 'the ropes.' This is something you grasp through experience." "At the primaries numerous nominees are 'boiled down' until one is selected."

Boners? Maybe. What they prove to us is that the U.S. high school student has a large amount of native shrewdness. Moreover, he expresses himself in a salty manner, with a good deal of individual style. We sincerely hope that the student who wrote, for example, that "a skeleton is a person with his insides out and his outsides off" will never have his fresh, original way of looking at things corrupted by a mere professor or a mere marker for the state's Division of Examination and Testing.

ABSURDITY IN CENSORSHIP

The Atomic Energy Commission recently ordered the burning of 3,000 copies of the April issue of the popular *Scientific American* to keep an article on the hydrogen bomb from falling into the hands of the Russians. According to a convincing explanation by the editor of the *Scientific American*, what has thus been "kept" from the Russians is a series of facts that have already been widely published in other media. They are facts, moreover, that are well known to nuclear physicists everywhere. It is obvious to us that the AEC has carried necessary vigilance to an absurd and unnecessary extreme of censorship.

Two names and two items in the news from Europe have a special interest for Americans.

Frédéric Joliot-Curie, the French High Commissioner for Atomic Energy, addressed the national congress of the French Communist party in a small town near Paris last week. His speech was a straight defense of Soviet atomic policies and an all-out attack on U.S. atomic policies. This astonished nobody. Why should it? Dr. Joliot-Curie is a famous scientist. He is also a famous Communist. When he was put in charge of the French atomic program Americans were told not to worry: the French did not have much of an atomic program anyhow, and the odd case of Dr. Joliot-Curie was put down as just one of those things, a European phenomenon which called for more sympathy than protest.

John Strachey, Britain's new Minister of War, is in trouble because he was once a Communist. His case is also one of those things. He is quite a fellow and he comes from quite a family. His father was a renowned essayist. His cousin Lytton was a famous biographer and debunker. John Strachey in his own right is a gifted political essayist. He says that he never joined the Communist party, and we couldn't care less whether he did or didn't. During the 1930s he worked hard for Communism and he was known both in Europe and in the U.S. as one of its most brilliant exponents. Since the 1930s he has joined the Labor party and become one of its ablest officials. He says, and Prime Minister Attlee says, that he renounced the philosophy of Communism in 1940 and has been totally opposed to Communism ever since.

The news of John Strachey is that this claim is in error. Arthur Krock of the *New York Times* has come upon a book by John Strachey which proves that he did not renounce the Communist ideal in 1940 and has not been totally opposed to Communism ever since. The book is *Socialism Looks*

Forward (Philosophical Library, \$2). It was published in the U.S. in 1945. Mr. Strachey originally wrote it as a prewar political pamphlet, and he remembers revising it in 1944. References in the U.S. version indicate that the revised portions were touched up in early 1945. Chapter 12 of *Socialism Looks Forward* is a simple, forthright, enthusiastic endorsement of the "socialism" practiced and allegedly perfected by the Communists of Soviet Russia (to intellectuals of Mr. Strachey's type, Communism with a big C and socialism with a little s have often been interchangeable words). To John Strachey in 1945 Soviet "socialism" was good. He held up Soviet "socialism" to Britons as the model which they should follow in improving their own society. He welcomed the prospect that two socialist powers, Russia and Britain, would shortly be allied in an effort to finish the rout of capitalism. He specifically said that the evils attributed to Soviet Communism were outweighed by the good in Soviet "socialism." He went well beyond the standard pro-Russian sentiment of the war years (to which, as we explained on this page last week, we attach no present importance in judging individuals).

We will probably be told that the political affiliations and attitudes of the French High Commissioner for Atomic Energy and the British Minister of War are none of our business and none of America's business. To this we say in advance—nonsense! The Atlantic Pact is American business. The strength and security of Western Europe are American business. The attitudes, capacities and innate loyalties, intellectual and political, of those who govern Western Europe are therefore of legitimate interest to Americans. An active Communist has no business being at the head of the French government's atomic program. A Marxist of John Strachey's stripe has no business being the British Minister of War.

It just won't do!

LET'S DO IT!

From the other side of the world comes news of many men with a single name—the Huks. They are guerrillas, led by Communists in Moscow's service, who have been in continuous rebellion against the Philippine Republic since 1946. They raid, they kill, they rob. Last year they murdered the widow of Manuel Quezon, greatest of modern Filipinos and chief architect of Philippine independence. A couple of weeks ago they killed 44 civilians and troopers of the Philippine Constabulary in four days.

Secretary of State Acheson has said that the Philippine Islands are essential to the security of the U.S., and that the U.S. would go to war if necessary to save them. Well, the Huks are to all effects Communist invaders of the Philippines. On any day of reckoning in the Pacific they will be an advance guard of actual Soviet force. The Philippine government has been unable to suppress them,

and there is no reason to think it will be able to do so without aid. The only possible aid must come from the U.S. Here, in islands ruled by the U.S. for 48 years, there is a tradition of U.S. assistance, participation and (in 1945) rescue from the Japs. Here is a challenge to the U.S. to take a firm and not-so-difficult decision, offer any help that may be required and get rid of the Huks. Here is a measure of the U.S. government's actual intention and capacity to create the positive Asiatic policy which the State Department so loves to talk about. At times and in places where U.S. security was under less of a threat, the U.S. has risked its soldiers and Marines. Maybe this won't be necessary to suppress the Huks. Or maybe it will. But the suppression of the Huks is necessary. Any decision and any action required to accomplish it will be justified. Let's see the decision. Let's see the beginnings of action in Asia.

PROBLEM MEALS? NO PROBLEM AT ALL

SOUP!

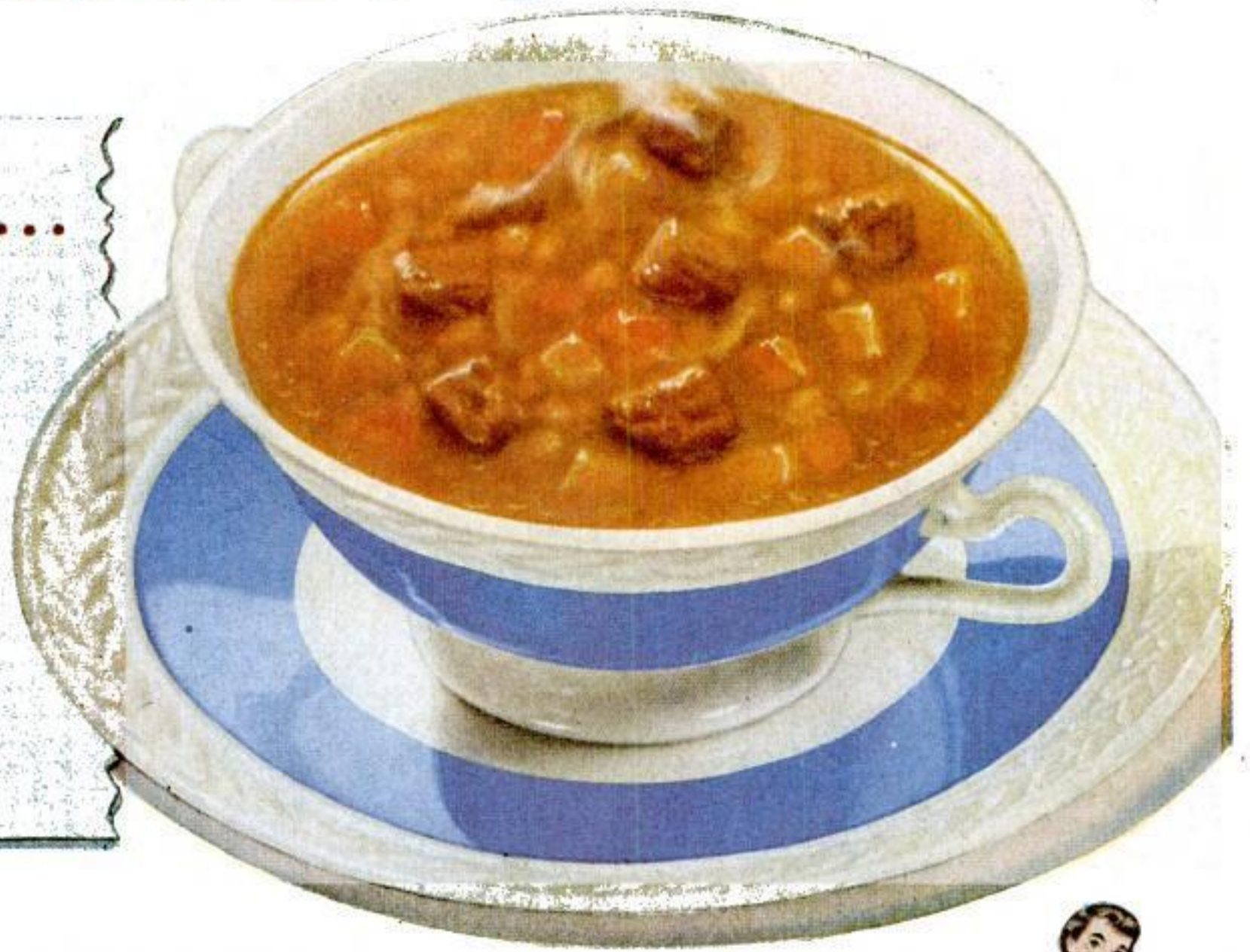
...WHEN YOU SERVE



At Housecleaning Time...

Rugs up... curtains down... litter and confusion everywhere! *That's* the time for simple, easy meals! For instance: milk, sandwiches, and good big bowls of Campbell's Beef Soup! Grand, deep-flavored beef stock, with hefty pieces of tender beef in it, and plenty of fine vegetables, too! Hearty—and *delicious!*

SERVE Campbell's BEEF SOUP



For Washday Lunches...

Monday is definitely *not* Mother's day for fancy kitchen work! Yet she can feed her family simply and well if she makes good use of the soups on her pantry shelf. For instance: Campbell's Chicken Gumbo, an excitingly different soup in the New Orleans manner, thick with rice, tomatoes, okra, and tender pieces of chicken! ... *They'll all love it!*

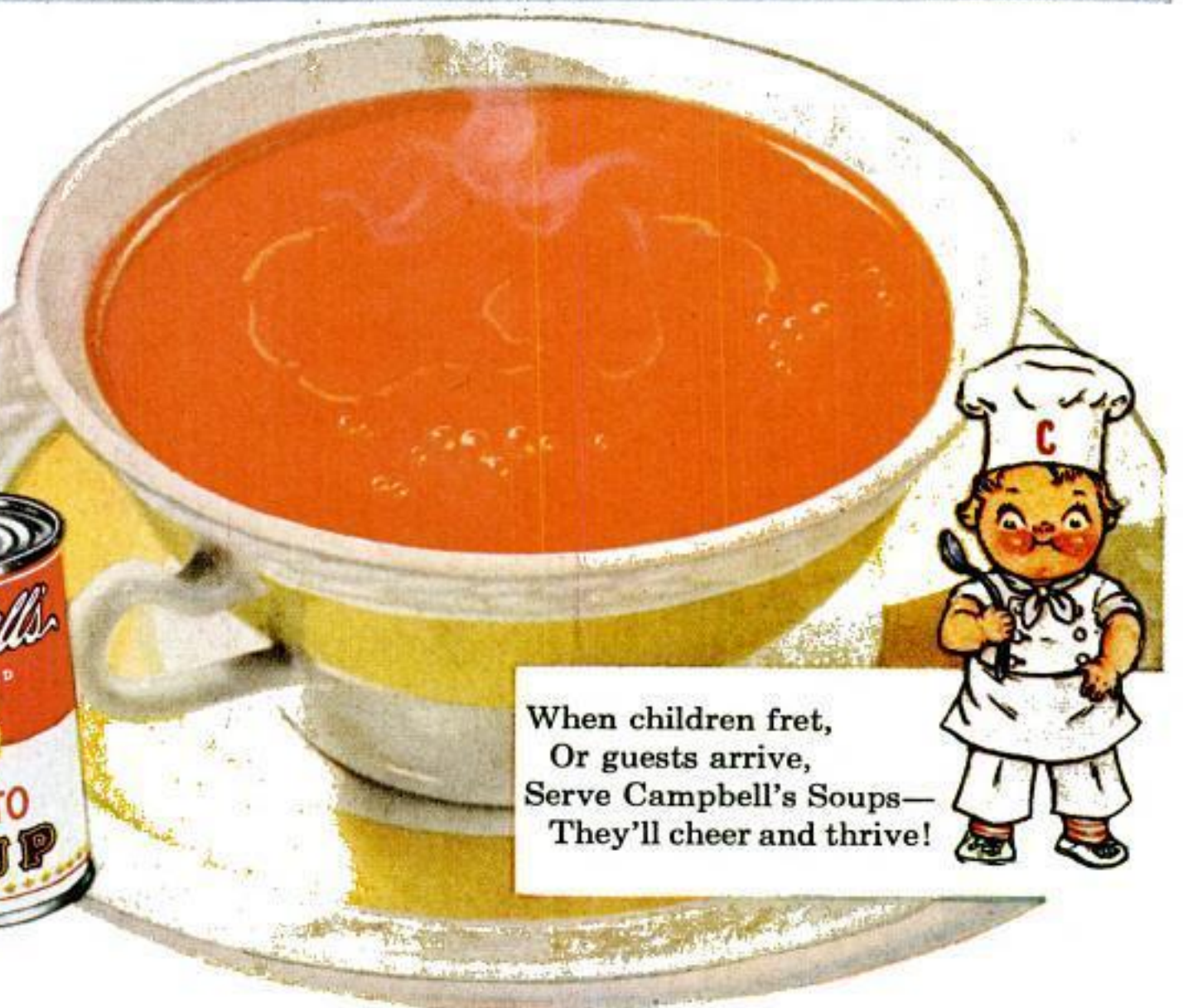
SERVE Campbell's CHICKEN GUMBO SOUP



Company for Dinner...

For dressing up a dinner, there's nothing like bright, red bowls of Campbell's Tomato Soup! And its delicious flavor will delight your guests. ... Made to Campbell's own matchless recipe from the world's finest tomatoes... table butter... seasoning. No wonder it's "the soup most folks like best!"

SERVE Campbell's TOMATO SOUP



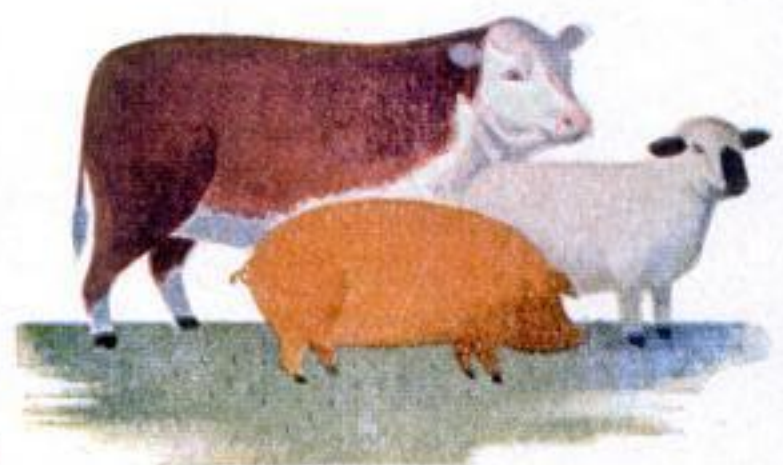
When children fret,
Or guests arrive,
Serve Campbell's Soups—
They'll cheer and thrive!



Three Im



The Livestock Raiser



*He keeps your
meat coming
from ranches
and farms*

Hard-working sod busters and hard-riding cowmen did much to make this a nation of meat eaters. There's no more new land to open, so with millions of new people coming along every year the ranchers and farmers are pitching in to produce a lot more meat on the land they've got. In fact, meat production is much greater now than before the war.

*Ladies—
This is your Meat Team—
and here's what it does for you...*

Copyrighted material.

Important Men in Your Life



The Meat Processor



*He gives you more
variety in meat...
gets it to your store*

Someone once said that there are more different skills to be found in meat packing plants than in any other branch of industry.

There are meat cutters and machinists, too. Trimmers and technologists. It takes them all to make—and make better—all the different kinds of fresh meats, smoked meats, sausage, cooked and canned meats that American housewives have learned to expect as a matter of course.



Your Retail Meat-Man



*He helps you
make the most of
your meat money*

If steers were all steak, and pigs were all ham and pork chops, his job would be easy. But there are nearly 200 different cuts of beef, pork, lamb and veal—and a right way for making each one. Your meat-man tries to keep a full, fresh stock at all times so you can really have a choice. He has quite a stock of budget-helping ideas, too. Just ask him.

Today American women will plan and cook and serve *two hundred million meals built around meat*. Millions more will be chosen from restaurant menus. To provide you and 150,000,000 other Americans with such a steady supply of meat, day after day and year after year, requires the teamwork of millions of people.

Livestock growers, meat processors and meat retailers are all key members of your Meat Team. So are all the people who work with them in transportation, marketing and distribution. They keep your meat coming from farm to table at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE Headquarters, Chicago • Members throughout the U. S.



MEAT

SERVES EVERYBODY

The people . . . the soil . . . the nation



Studebaker regal de luxe Land Cruiser

More for your money in Studebaker's smart styling!

ANYONE who knows cars can see right away that the new 1950 Studebaker has the right build to be a money-saver.

That trim, sleek Studebaker design takes needless bulk out of the car—gives every filling of gasoline a chance to deliver extra mileage.

No wasteful surplus poundage hitch-hikes a ride at your expense—no power is squandered.

You get your Studebaker driving, with all its thrills, at constantly surprising bargain prices.

What's more, this new-found thrift is yours in a car that's really 1950 in fresh new style.

Everywhere you go, everyone says this Studebaker is tops in aerodynamic distinction.

Stop in at a showroom—arrange to go out in a low, long, alluring Studebaker for a convincing trial drive.

The new Studebaker introduces a brand-new "next ride" as well as "next look." It increases the pleasure and cuts the cost of your driving.

***New 1950
Studebaker***

***Out ahead in style...
in thrift...in value!***



The thrilling new luxury of nylon seat upholstery—introduced by Studebaker! Washable, long-wearing, distinctive nylon cord fabric is now standard in the special Land Cruiser and regal deluxe Commanders.



New Studebaker brakes cut your costs—They automatically adjust themselves to lining wear—seldom require special servicing. Brake pedal feel is reassuringly firm right down to the last layer of lining.



The extra safety of extra visibility makes all your driving much easier for you in a new Studebaker. You see better at night, too—special non-glare "black light" illuminates Studebaker instrument panel dials.

White sidewall tires and wheel discs optional at extra cost



You spend very little on repairs with a Studebaker. Unique father-and-son teams and other trustworthy craftsmen build Studebaker cars to stand up enduringly.

©1950, The Studebaker Corp'n, South Bend 27, Indiana, U.S.A.



HARRY BRIDGES AND HIS WIFE WATCH GRIMACE MADE BY BRIDGES' CHIEF ATTORNEY, VINCENT HALLINAN, AFTER THE TRIAL VERDICT

COMMUNIST TAG FINALLY STICKS ON BRIDGES

Last week in San Francisco, in its third legal attempt since 1939, the U.S. finally succeeded in labeling Harry Bridges a Communist. After 81 days and 8,529 pages of testimony in the Federal Court, a jury decided that the leader of the C.I.O. International Longshoremen's and Warehousemen's Union had perjured himself when he swore, in a 1945 naturalization proceeding, that he had never been a member of the Communist party.

This time the government was armed with 11

witnesses who associated him with Communism. One of them, ex-Communist John Schomaker, testified that he twice renewed Bridges' party membership, saw him pay his dues and saw a party membership application bearing Bridges' signature. Bridges, as usual glib and photogenic, denied it all, claiming that he didn't have the guts it took to be a Communist. His theme: Everything he had done was for his union. "I'm a trade unionist," he said. "That's my line. If that line crosses the line

of a political party, that's too bad." The jury, charged by the judge not to convict if it felt Bridges had been only sympathetic to Communism, spent 31 hours reaching its decision. After the verdict Bridges' lawyers, themselves sentenced for contempt of court during the trial, planned an appeal. Bridges' homeland, Australia, where the career shown on this and the following pages originated, made it clear that if the U.S. was planning to deport him back home he was not welcome there either.



AS A SAILOR at the age of 18, barefoot Harry Bridges begins a five-year stretch at sea after reading Jack London adventure yarns. Later he was shipwrecked twice.



WITH FIRST WIFE, Agnes Brown, whom he married in 1923, Bridges poses aboard ship. Soon after he settled down as a longshoreman on San Francisco docks.



IN THE U.S. Bridges refuses government arbitration of his first big strike of dockworkers in 1934. He gave up his union salary and lived on relief for about six weeks.

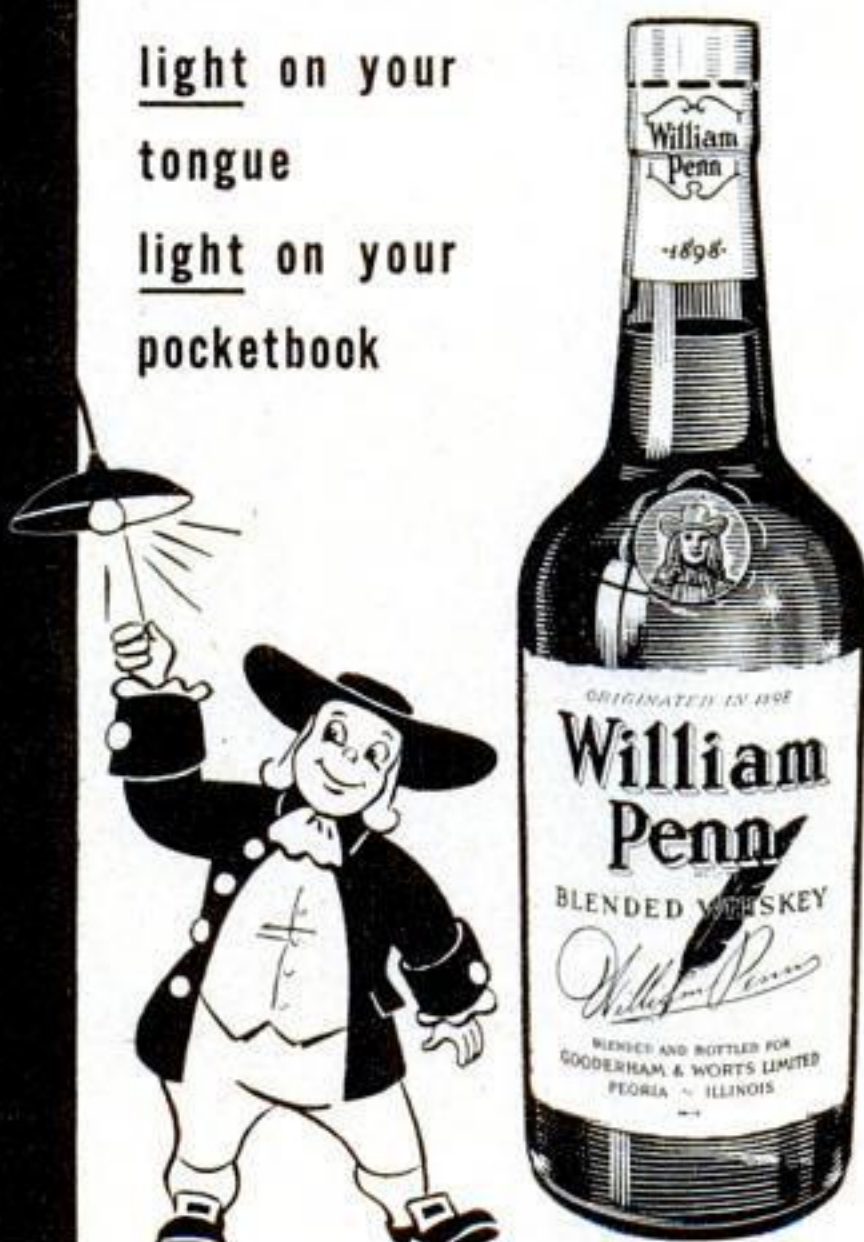
Stay on the light side!

Drink
William Penn



definitely light
blended whiskey!

● For a smooth, mellow whiskey, always ask for full-bodied William Penn! Blended Whiskey—86 Proof. The straight whiskeys in this product are 4 years or more old. 35% Straight Whiskey, 65% Grain Neutral Spirits. Gooderham & Worts Limited, Peoria, Illinois.



light on your
tongue
light on your
pocketbook

Harry Bridges CONTINUED



PARTNERS temporarily, Bridges and Joe Curran discuss Pacific longshoremen's 1936 walkout. Curran later headed powerful N.M.U. in east.



WITH TOM MOONEY, pardoned in 1939 after 22 years in prison for dynamiting Preparedness Day Parade, Bridges waits to offer congratulations.



WITH JOHN L. LEWIS, president of C.I.O. in 1939, and Lee Pressman (center), C.I.O. counsel, Bridges plans organization drive. Bridges had taken his Pacific longshoremen and warehousemen into the C.I.O. in 1937. Pressman was ousted from C.I.O. by Phil Murray in 1948 because of Communist leanings.



WITH CAROL KING, later attorney for Communists Earl Browder and Gerhart Eisler, Bridges takes boat in July 1939 for Angel Island, San Francisco Bay immigration station, where Mrs. King defended him in first U.S. attempt to have him deported. Said Bridges at hearing: "Alien, yes; Communist, no."



BRIDGES APPLAUDS speech at 1941 C.I.O. convention praising U.S. foreign policy. At time he faced deportation by order of Judge Charles Sears.



AT WATERFRONT BAR in 1942 Bridges is happy because Board of Immigration Appeals overruled Judge Sears, canceled deportation action.

CONTINUED ON PAGE 62



NIGHT AFTER NIGHT OF DEEP, HEALTHFUL SLEEP—SO EASY WITH PLAYTEX SUPERFOAM® PILLOW!

NOW! THE **TWO** SLEEPINGEST PILLOWS IN THE WORLD. PLAYTEX® "EXTRA PLUMP" AND "PLAYTEX REGULAR"!

Like a high pillow? Then "Extra Plump," the newest PLAYTEX Superfoam Pillow was specially created with you in mind! This new "Extra Plump" pillow has all the wonderful sleep-giving advantages that have made PLAYTEX Superfoam Pillows nationally famous! Fits all standard pillowcases.

Like a regular-height pillow? Then it's time you discovered the pillow that people are

praising to the skies! It's the sensational PLAYTEX Superfoam Pillow that's giving the nation a brand new idea in sleeping comfort!

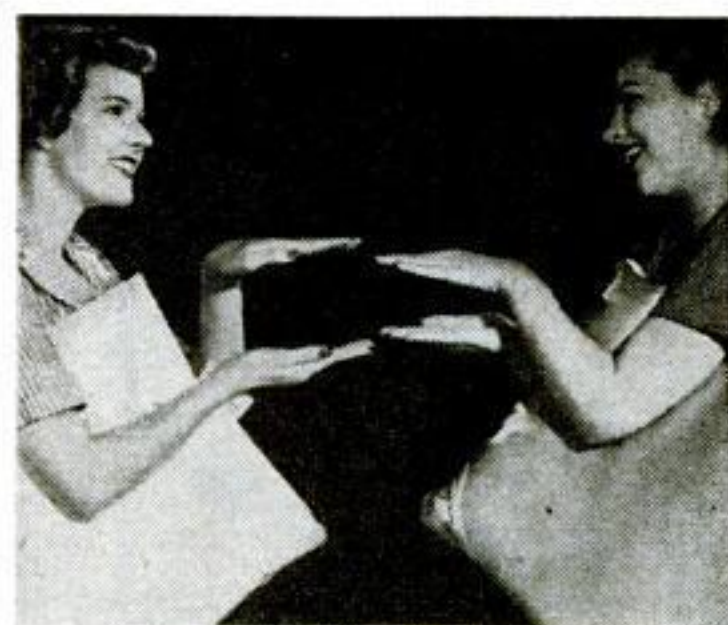
Today—see the pillow that science has perfected for more restful, relaxing sleep. And the very first night you sleep on your PLAYTEX Superfoam Pillow, you'll know why it's the greatest advance in sleeping comfort in more than 1,000 years!

NOW! CHOOSE YOUR FAVORITE PILLOW HEIGHT!

Regular height, white, pink >
or blue extra-fine Sanforized
cotton cover . . . **\$8.95**

◀ New "Extra Plump," white,
pink or blue extra-fine San-
forized cotton cover . . . **\$9.95**

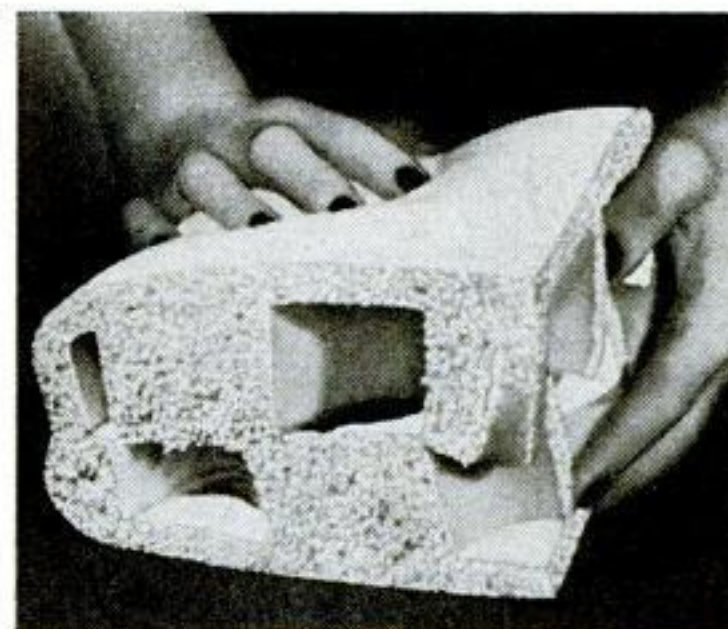
Also, luxurious rayon non-
slip satin covers, concealed
zippers, slightly higher.



Now—choose the PLAYTEX Superfoam Pillow height you like best! Both heights offer the same wonderful, relaxing sleep.



Wake up refreshed—for the PLAYTEX Superfoam Pillow stays smooth and buoyant—never gets saggy, lumpy or bumpy.



Here is the PLAYTEX secret! Patented "staggered core" construction and millions of microscopic air cells cradle your head in the most restful position all night!



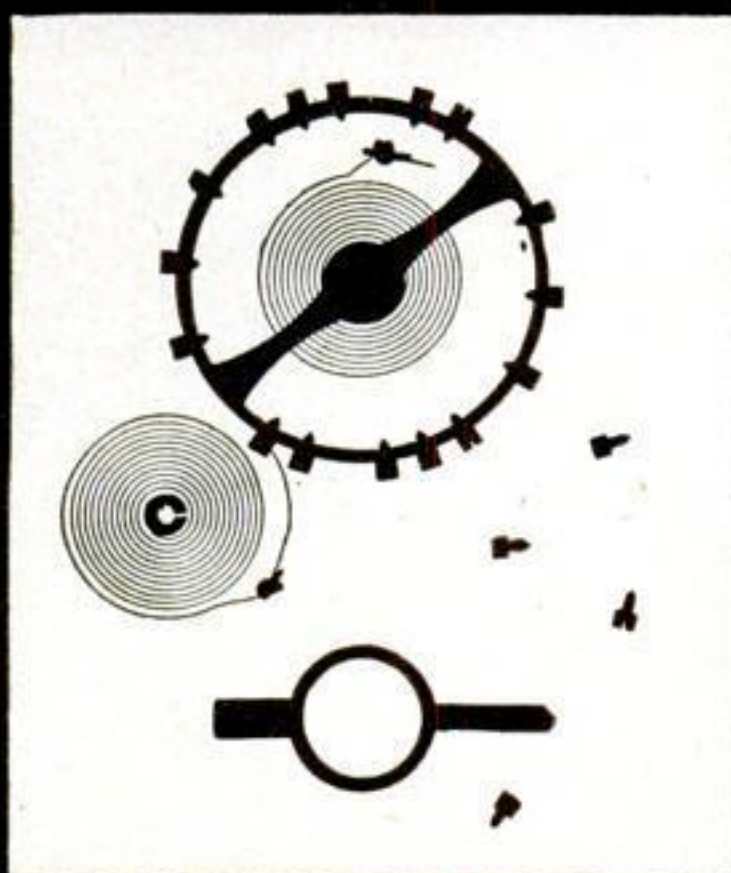
Goodbye to feather dust allergies! The PLAYTEX Superfoam Pillow gives heaven-sent relief—it's 100% allergy-free, dust-free, mildew-proof!

*For every occasion . . .
no gift compares
with the gift of sleep!*

Beautifully gift-packaged. At department stores, furniture stores, and sleep shops everywhere.

INTERNATIONAL LATEX CORPORATION
Playtex Park • TM © 1950 • Dover Delaware

The life of a fine watch literally "hangs in the balance." The Girard-Perregaux balance is a masterpiece of precision; accurately weighted, expertly adjusted



To mark each golden moment

GIRARD-PERREGAUX... the one fine watch that blends superb, modern styling with a tradition of precision dating back to 1791. A timepiece known, respected and offered by the world's finest jewelers. Choose from the distinguished collection of Girard-Perregaux Watches... for a gift of endearing beauty... for a possession of enduring satisfaction.



Lady's watch: \$71.50, 17 jewels, 14 kt. gold
 Man's watch: \$55, 17 jewels, gold filled
 Federal tax included. Other models from \$40

GIRARD PERREGAUX

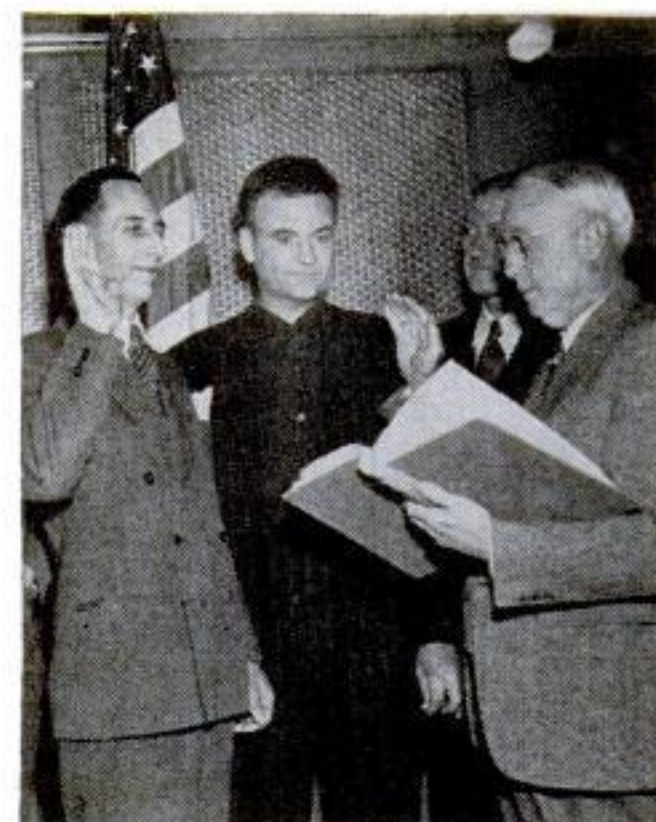
FINE WATCHES SINCE 1791

30 ROCKEFELLER PLAZA, NEW YORK 20 • In Canada: Hamilton, Ontario

Harry Bridges CONTINUED



AT DIVORCE HEARING in 1945 Bridges' wife (left) accused him of having illegitimate child. He countered she was alcoholic, threw knives at him.



HE BECOMES CITIZEN in September 1945 in San Francisco. In hearings he denied ever being a Communist; this was basis of perjury charge.



WITH PHIL MURRAY in 1946 all seemed friendly. But later, with men like Bridges in mind, he said: "There is no room in C.I.O. for Communism."



BRIDGES MARRIES Nancy Berdecio, New York dancer, in 1946. First Mrs. Bridges had labeled him Communist, Nancy stuck by him at trial.



IN HAWAII in 1949, Bridges sports a loud shirt and leers at the photographer during 159-day strike which paralyzed island shipping and industry.



BRIDGES DUCKS photographers at 1949 C.I.O. convention, where he vainly opposed expulsion of Red-led United Electrical Workers from C.I.O.

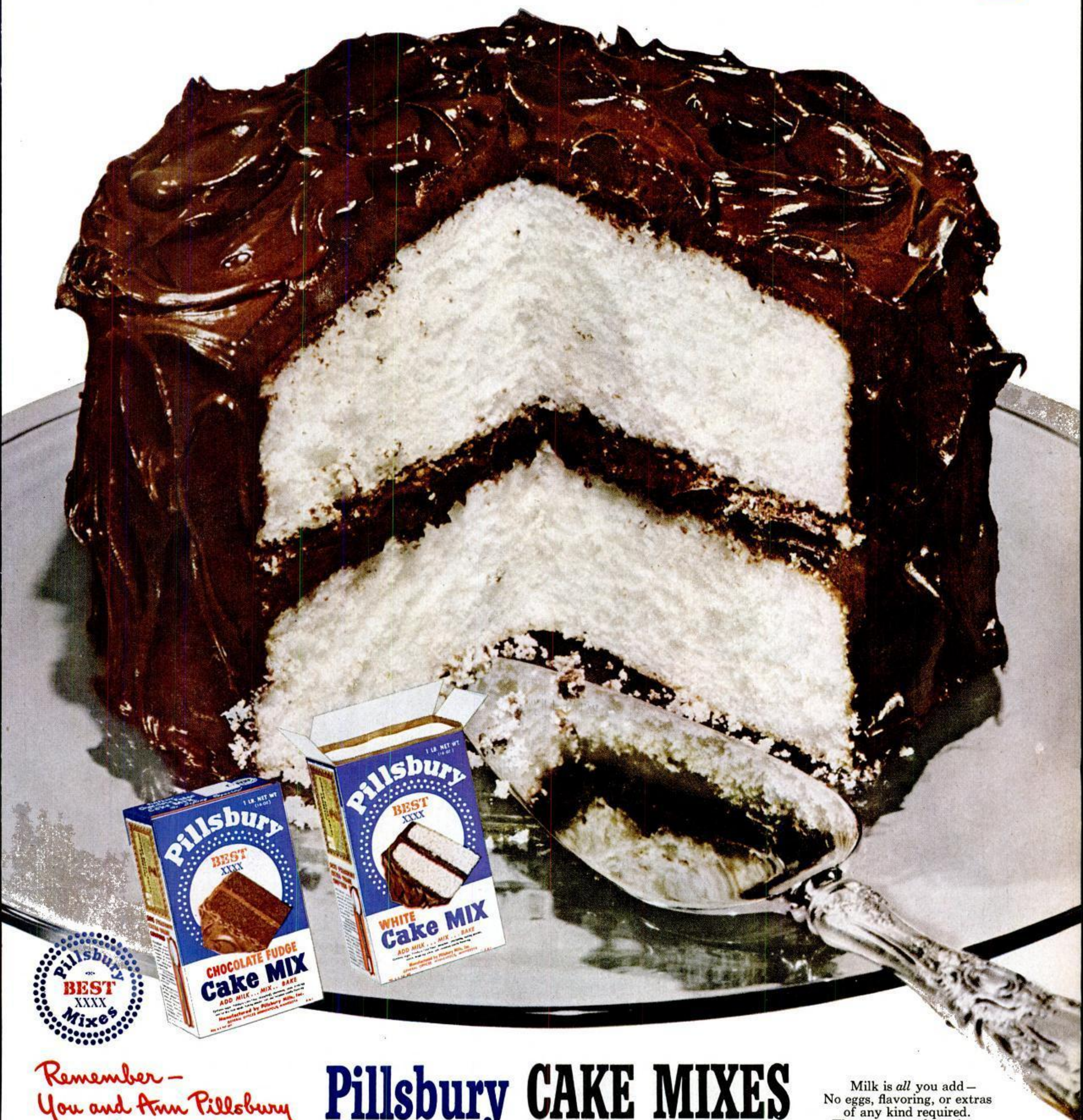


AFTER THE VERDICT last week Bridges conferred with codefendants Henry Schmidt (center) and James Robertson, officials of his union who were convicted of fraudulently helping him get citizenship papers in 1945 by testifying he was not a Communist. Said Bridges of his verdict: "It is a frame-up."

What, this very night?

If it's a reasonable hour of the day when you read this ad and if this cake appeals to you, why don't you go around to your grocer's and get yourself a package or two of these new Pillsbury Cake Mixes? ... (They're the ones in those neat blue and white

packages) ... When you get back home you have everything you need right in the package (except milk, which you add) to make a cake just as handsome, just as attention-getting, just as joy-giving as the cake you see here ... Why not this very night? You.



Remember —
You and Ann Pillsbury
can make a great team

Pillsbury CAKE MIXES

WHITE AND CHOCOLATE FUDGE

Milk is *all* you add —
No eggs, flavoring, or extras
of any kind required.
These are *complete* mixes.

Kelvinator, Pioneer for this amazing EXTRA-VALUE

See
11 to 12 Cu. Ft. of
Cold Space in the
Floor Space of
Pre-war "6's"!

In 1947, Kelvinator first brought you "cold clear to the floor"! Now—in 1950—Kelvinator brings you even more cold space . . . up to 12 cu. ft. . . in no more kitchen space! It's an engineering wonder you have to see to believe!

You'll see giant Frozen Food Chests that hold up to 80-lbs! You'll see extra-high space for tall bottles . . . extra-roomy storage space for every type of food! You'll see Kelvinator's exclusive Cold-Mist Freshener . . . that keeps uncovered leftovers and garden greens appetizingly fresh!

And you'll see Kelvinator's wonderful new, *cold* Super-Crisper Drawer . . . that keeps more than a bushel of fruits, vegetables and beverages deliciously cold!

Yes! You'll see exciting new extra-value features everywhere in all 9 brilliant new Kelvinators. There's a model for every need—and for every purse! See them at your Kelvinator Dealer's Extra-Value Demonstration! You'll find his name in your classified telephone directory.



Imagine! A big "11" that is only 31 1/4" wide, 28 3/4" deep, 60 1/4" high. It fits in your kitchen! Has 50-lb. Frozen Food Chest, Cold-Mist Freshener and the bushel-plus *cold* Super-Crisper!

Get Huge Storage Space in Small Cabinet Space!

See how you
get more with
Kelvinator,
first to bring you
COLD CLEAR TO
THE FLOOR!



A "12" that's a Freezer-Refrigerator Combination! Model TM is a two-door Moist-Master. Separate freezer chest holds 80 lbs. Spacious Moist-Master Cold Compartment. Cold-Mist Freshener, bushel-plus cold Super-Crisper.



An "11" with across-the-top Frozen Food Chest! Model FM. Chest holds 50 lbs. packaged frozen foods, ice cream, ice cubes. Adjustable shelves. Polystyrene Meat Tray. All-purpose Handitray. Full-width *cold* Super-Crisper.



A "12" with big Frozen Food Chest! Model VM. Amazing storage space in small cabinet space! 42 1/2-lb. Frozen Food Chest. Polystyrene Meat Tray. All-purpose Handitray. Adjustable shelves. Super-Crisper.

36 Years, Now Brings You DEMONSTRATION!

At Your Kelvinator Dealer's April 10 to May 31

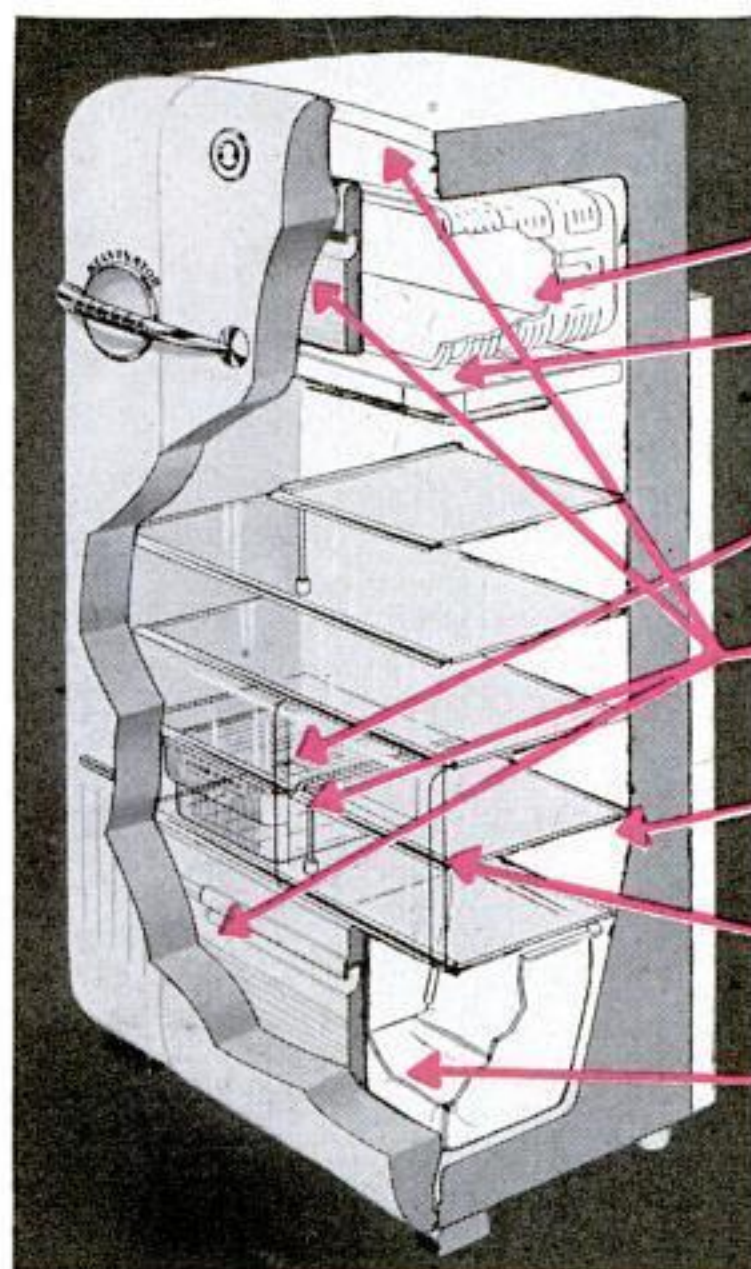
See **POSITIVE PROOF** That Kelvinator Brings You More!

With Kelvinator, you get more than big cold space... in small floor space! You get the extra-value of Kelvinator quality construction... that gives your refrigerator longer life... more economical operation!

You get a one-piece, wrap-around, all-steel cabinet that's cross-braced like a bridge! A triple-braced door that opens quietly on heavy-duty, piano-type hinges. A trigger-trip "sure-seal" door latch. A special balloon-type gasket that seals in the cold air. And Kelvinator's famed Polarsphere Cold Unit... that's permanently oiled and sealed-in-steel for long-time dependability!

Here is quality construction, coming from 36 years of "know-how," with advanced convenience features that you can find only in Kelvinator!

KELVINATOR, DIVISION OF NASH-KELVINATOR CORP.
DETROIT 32, MICHIGAN



SEE GIANT FROZEN
FOOD CHESTS!

SEE NEW HUMIDITY
CONTROL... AND EXTRA
MEAT STORAGE SPACE!

SEE COVERED
HANDTRAY OF
CLEAR POLYSTYRENE!

SEE NEW BEAUTY
OF POLYSTYRENE—
AMAZING POST-WAR
MATERIAL!

SEE NEW INTERIORS
OF TITANIUM
PORCELAIN!

SEE ENCLOSED COLD-
MIST FRESHENER!

SEE NEW BUSHEL-PLUS,
COLD SUPER-CRISPER
DRAWER!



LOOK FOR THIS EMBLEM. Awarded to "5-Star" salesmen of Kelvinator dealers, it is your assurance of the highest standard of courteous, helpful service.

Get the **SPACE...**

Get the **BEAUTY...**

Get the **BUY...**

Get Kelvinator

THE OLDEST MAKER OF ELECTRIC REFRIGERATION FOR THE HOME

Get Extra Features with These Extra-Value Kelvinators!



Look! An "8" with across-the-top Frozen Food Chest! Model RL is a deluxe Kelvinator with 50-lb. Frozen Food Chest, "rocker-action" ice trays, twin, glass-covered sliding Crispers, Polystyrene Meat Tray. Big value!



Another brilliant "8" with across-the-top Frozen Food Chest! Model RK is the refrigerator requested by thousands! 40-lb. Frozen Food Chest, 12-qt. sliding Crisper, lift-out half shelf. A sensational buy at its price!



Here's big value! 8.6 cu. ft. with deluxe features! Model RE brings you generous storage space with 35-lb. Frozen Food Chest, covered Meat Tray, sliding 12-qt. Crisper with glass cover. See it! Compare it for quality!



Look at this "7" with High-Speed Freezer! Model RB. Roomy freezer holds 25 pounds. Molded, glass tray for meat-keeping. 13-qt. sliding porcelain Crisper. Quality and sturdy dependability for which Kelvinator is famous!



A compact, complete "6" for the budget buyer! Model RC brings you advanced design, improved features. You get a 17-lb. High-Speed Freezer, aluminum meat-chilling tray, full-width 20-qt. sliding Crisper. Top quality!

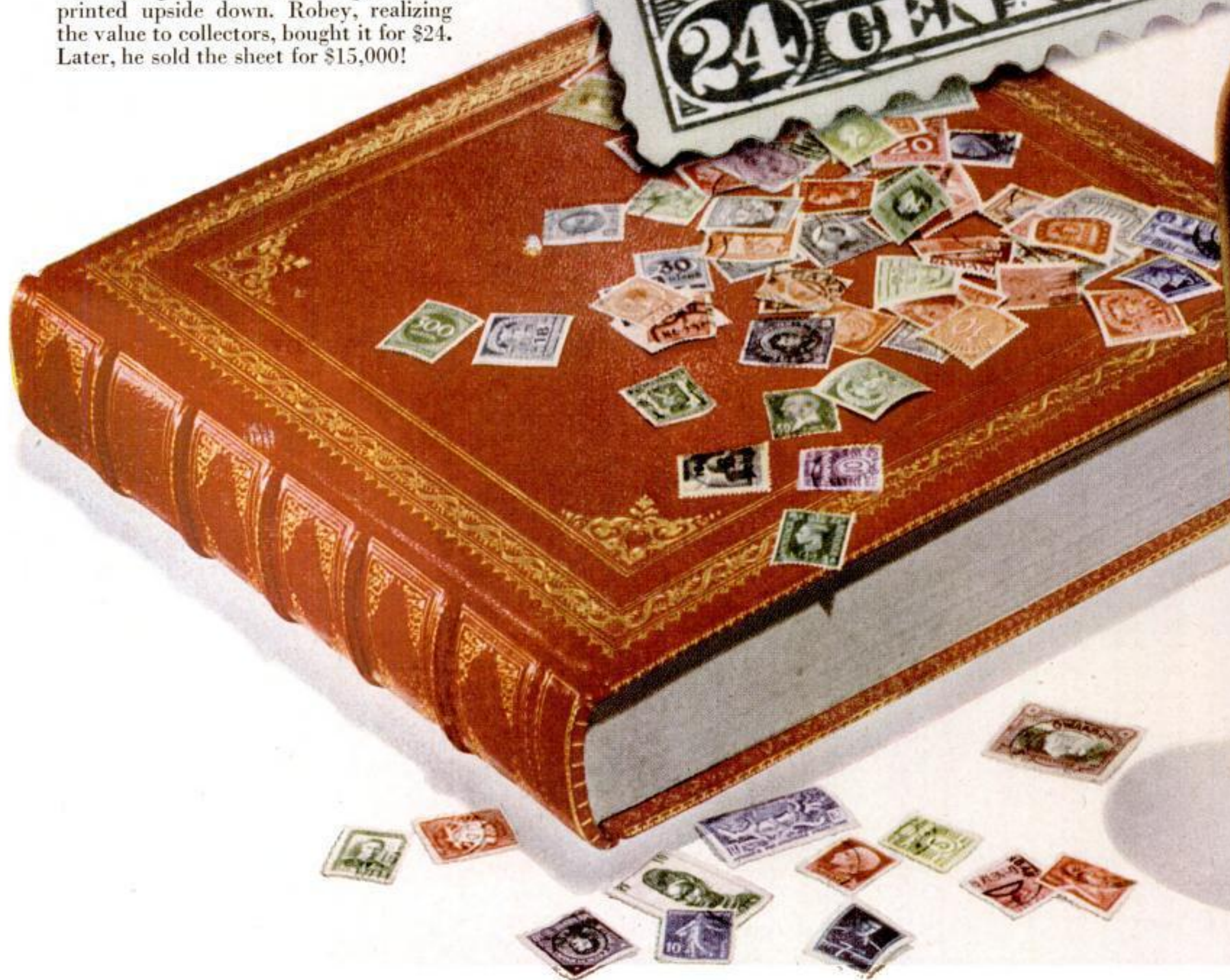


*Stories
of Famous Values*

**W.T. Robey Knew a Value
When He Found It!**

*For \$24 He Bought a Sheet of
Stamps Worth \$15,000!*

Mr. Robey, in May 1918, at a Washington postoffice, noticed the man ahead of him had just refused a sheet of 24¢ air mail stamps because the airplane was printed upside down. Robey, realizing the value to collectors, bought it for \$24. Later, he sold the sheet for \$15,000!

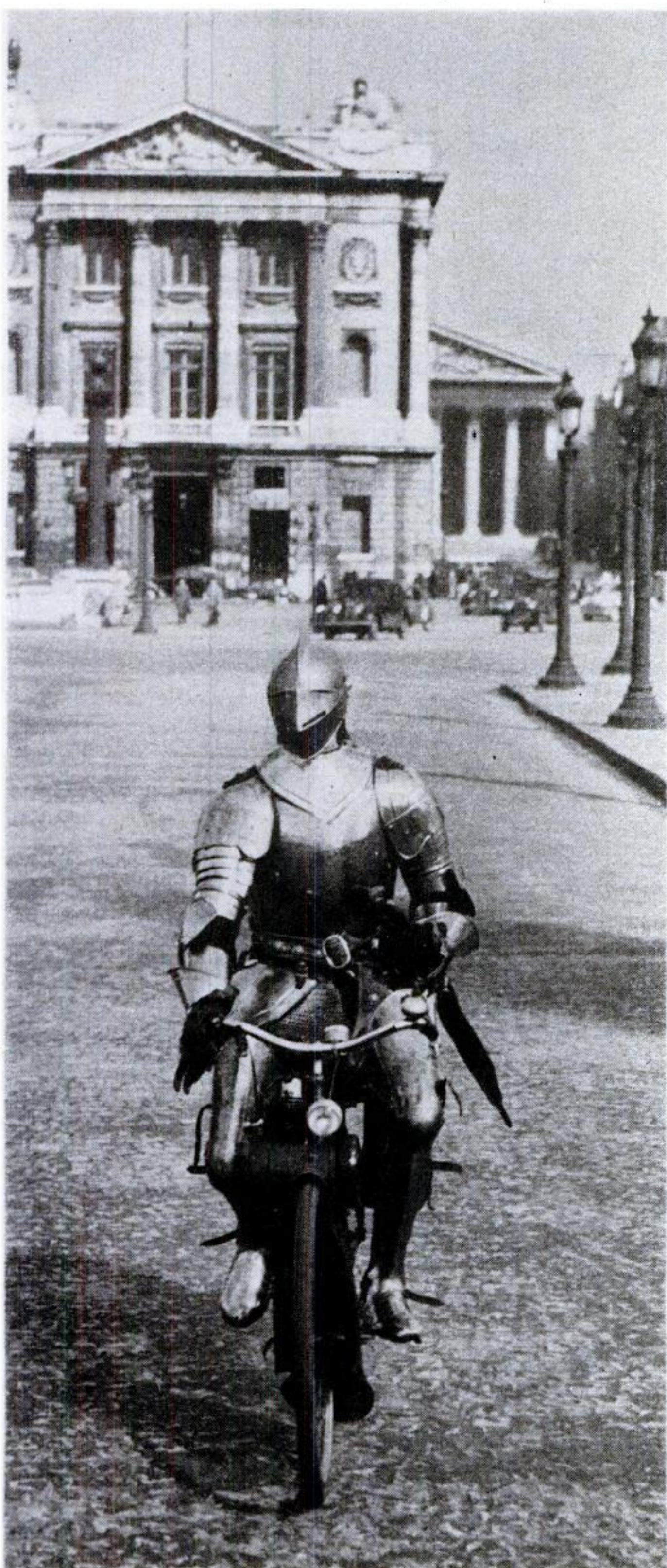


If you know value, you'll agree . . .

at today's popular price, **HUNTER**—long famous as America's luxury blend—is an exceptional value in whiskey . . . with a superior flavor no one has been able to copy in ninety years!



Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% Grain Neutral Spirits.



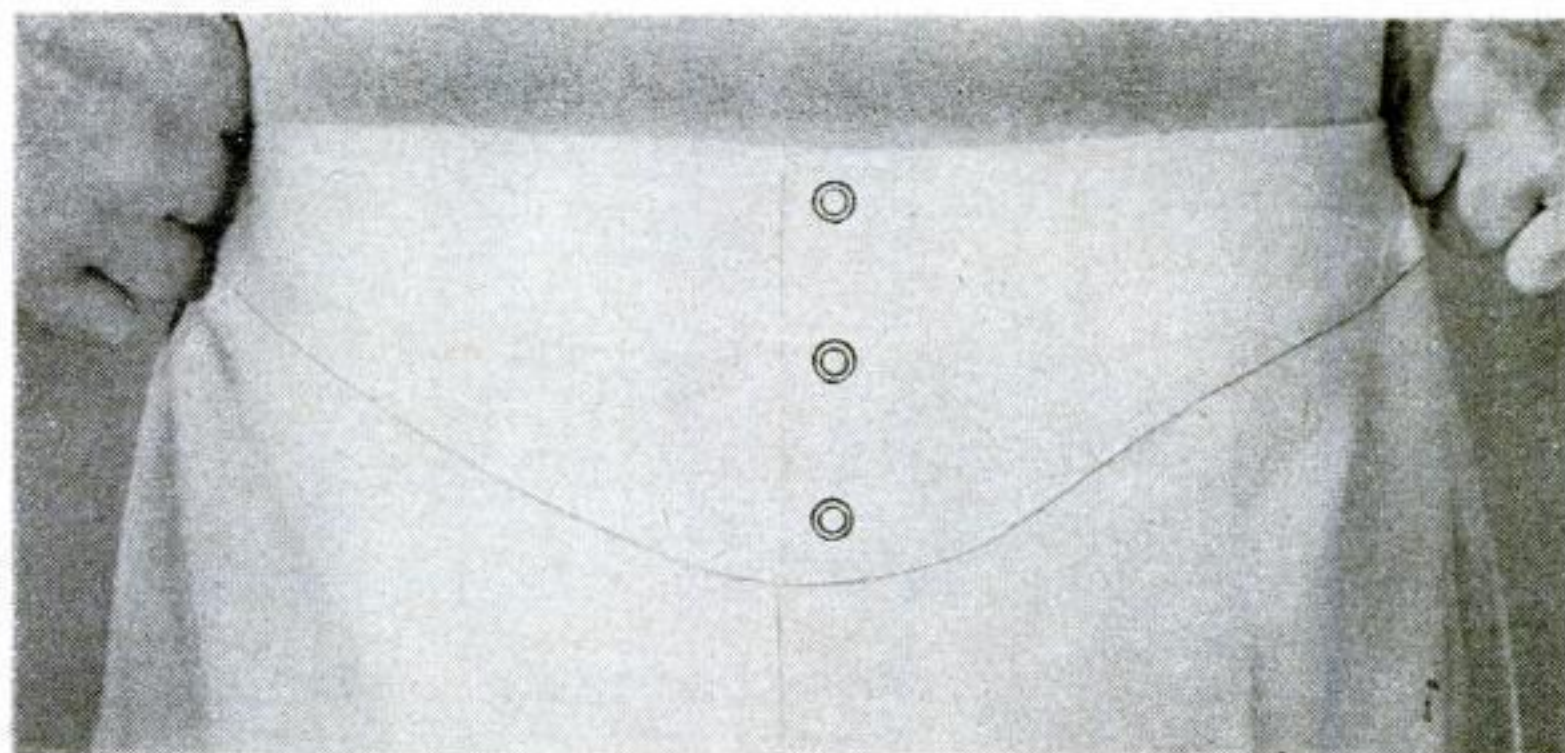
SIR ROLAND, ON MOTOR BIKE, RIDES ACROSS THE PLACE DE LA CONCORDE

SIR ROLAND SALLIES FORTH

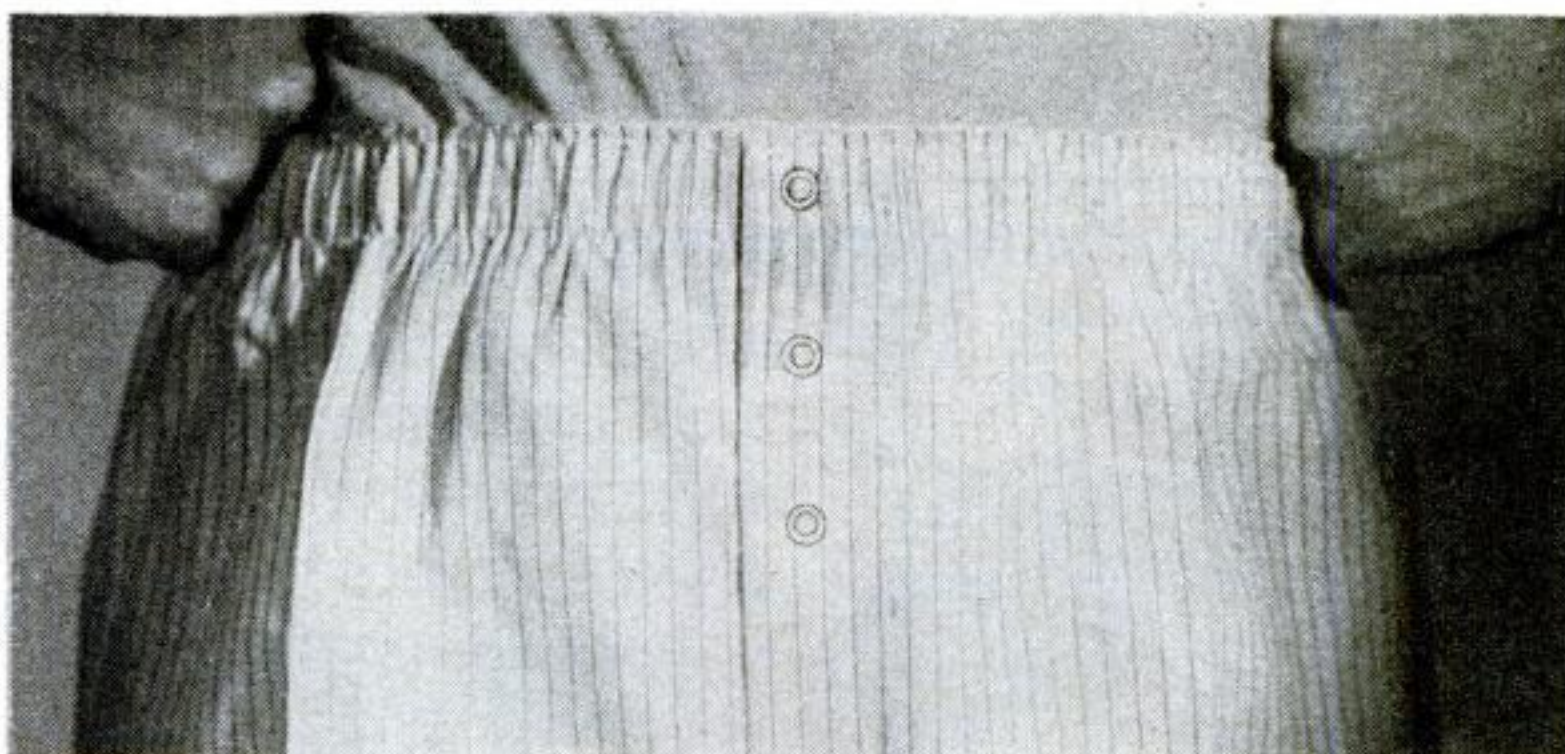
The Frenchman who once lost his pants while stunting on an airplane wing (LIFE, July 11) was playing tricks again. On April 1 in Paris, Roland Toutain, a movie actor and professional prankster, decided he would sally forth as a knight in armor. Stepping out of a museum, he mounted a motor bike to tour the capital. He traversed the Place de la Concorde (above) unmolested by the law, which sees nothing wrong with knights riding motor bikes, even with their visors down. But then Sir Roland committed the error of riding on the sidewalk. This is illegal in Paris, and a policeman waved him to a halt. Sir Roland was so unnerved that he lost control of his steed. For the result, see next page.

CONTINUED ON NEXT PAGE

Why active men *always* say
**"Shorts with
 GRIPPER* Fasteners,
 please!"**



For those who like plain waistbands—several styles with GRIPPER Fasteners!



For those who like all-around elastic—improved boxers with GRIPPER Fasteners!

WHETHER THEY PREFER boxers or conventional shorts, active men always say, "Shorts with GRIPPER Fasteners," because they *know* that for all-around comfort and convenience you just can't beat them!

They know, too, that shorts with GRIPPER Fasteners are on to stay—yet are easy to snap and unsnap.

They're a hit with women, who so

often do the buying, too. They've found out that these fasteners won't pop off... chip or break. They're laundry-proof and make ironing so much easier!

So, if you're a man of action, next time you go shopping for shorts, talk right up and tell the man behind the counter, "Show me the ones with GRIPPER Fasteners, please!"

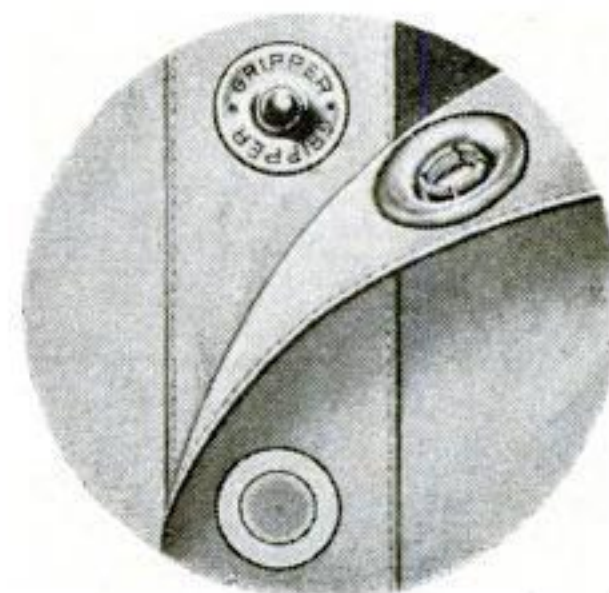
Available in leading brands.

GRIPPER Fasteners for home attachment—available at notion counters everywhere.

GRIPPER*
FASTENERS

*© by Scovill Mfg. Co.

THE LAUNDRY-PROOF SNAP FASTENERS
 THAT END 'BUTTON BOTHER'!



A PRODUCT OF SCOVILL

Most make-ups shout: "Made-up!"— Magic Touch whispers: "Natural beauty"

Replace that heavy
"made-up" look with
natural-looking
loveliness by using
Magic Touch.
No puff, no sponge.



39c and 1.00 everywhere
6 magic shades

Magic Touch is NEW... a tinted cream
make-up so sheer your skin glows
through!... yet it hides each tiny
blemish while it smooths and softens
and adds glorious color... Apply with
fingertips (with or without powder)—
so quick, so easy, so naturally lovely!

ANY LUCK?

SURE! MY WIFE PUT UP UNDERWOOD DEVILED HAM SANDWICHES!

THE ORIGINAL! ALL FINE HAM ZESTFULLY SEASONED

UNDERWOOD
DEVILED HAM

Guaranteed by Good Housekeeping

Quick trick!! Spread UNDERWOOD'S on toast under poached or scrambled eggs

Sir Roland CONTINUED



KNIGHT FALLS in a jangling tangle of motor bike and armor after being stopped by policeman. Surprisingly, Sir Roland was able to lift himself without



assistance. He gracefully accepted a ticket, retrieved umbrella and, careful to stay off sidewalks, pursued his way by motor bike to attend a fashion show.

Never before anything like them!



only TONI has
MIDGET SPIN CURLERS
 for longer-lasting neckline curls—
 far easier! far faster!



Just 1 1/4 inches long—that's the winding surface of Midget SPIN Curlers—the perfect size for winding short neckline hair!



Holds curl securely! With Midget SPIN Curlers you wind the curl just once. There's no slipping, no re-winding!



Regular Size
 Midget Size

Perfect neckline curls—EASY! Because Midget SPIN Curlers fit the shape of the neck, you can wind wispy hair closer to the head—get longer-lasting curls!

NEW from the Toni laboratories—revolutionary Midget SPIN Curlers! Now for the first time you can wind short, wispy neckline hair quickly, easily! Toni Midget SPIN Curlers grip the shortest hair—even stubby ends can't slip away. Easy-spin action rolls up each curl in a jiffy—then Midget SPIN Curlers lock with a flick of the finger. That easy!

NOW with new Midget SPIN Curlers you can be sure neckline curls will look just as lovely—last just as long as your other Toni curls. So take advantage of the special money-saving introductory offer to get new Toni Midget SPIN Curlers now!

P. S. If you haven't purchased the complete set of regular size Toni SPIN Curlers as yet, you'll want the Combination Kit—Toni Refill plus 40 regular size SPIN Curlers. It's a \$3 value for only \$2.29.

SPECIAL VALUE!

6 Midget SPIN Curlers in a Toni Refill Kit

1. Toni Home Permanent—which includes gentle-action Toni creme waving lotion to give you a soft, natural-looking wave—enough for a complete permanent. Regular price \$1.00
2. Toni Midget SPIN Curlers—set of 6—for winding the shortest neckline hair quickly, easily! Regular value . . . 25¢
3. Toni Creme Shampoo—to give you soft-water shampooing even in hardest water. Regular price . . . 25¢

\$1.50 value! Now all 3 only **\$1.33**





MULE DAY QUEEN SUE ELLEN MORRISON RUBS CROWNS AND GOVERNOR BROWNING RUBS CHEEKS WITH HEADLINE NELLIE, WHO TAKES IT ALL WITHOUT A PROTEST

THE GOVERNOR OF TENNESSEE AND HEADLINE NELLIE

Columbia, Tenn. (pop. 10,500) has a few minutes of fame in the newsreels each year when it glorifies the mule, an animal which a great many kind-hearted people defend and a few perverse people admire. The festive occasion is called Mule Day and it always occurs on the first Monday in April. This year the town, which is a sizable mule-trading

center, sent Farmer Charles Skillington riding his gray-brown mule Nellie over 50 miles of back roads to invite Governor Gordon Browning to lead the celebration. The governor hardly dared to refuse, and when the big day came, there he was riding on a mule at the head of a parade and nuzzling up to Nellie, who had been renamed Headline Nellie and

chosen King of the Mules. A crowd of 75,000 which included people from as far north as Michigan, watched as Nellie rode up West Seventh Street on a float festooned with paper flowers and drawn by a team of two mules. Afterwards while the governor was gaily feted at a big luncheon, Nellie went back to the farm and was returned to the plow.

Any Pen Can Claim Fine Performance... *But* **ONLY EVERSARP PROVES* IT!**

**The Only Pens
 Tested and Approved by
 the United States Testing Co.
 For Their
 Excellent Craftsmanship
 and Writing Qualities...
 Are These EVERSARP
 14-Kt. Gold-Point Pens!*

A LUXURY SET
 AT A PRE-WAR PRICE

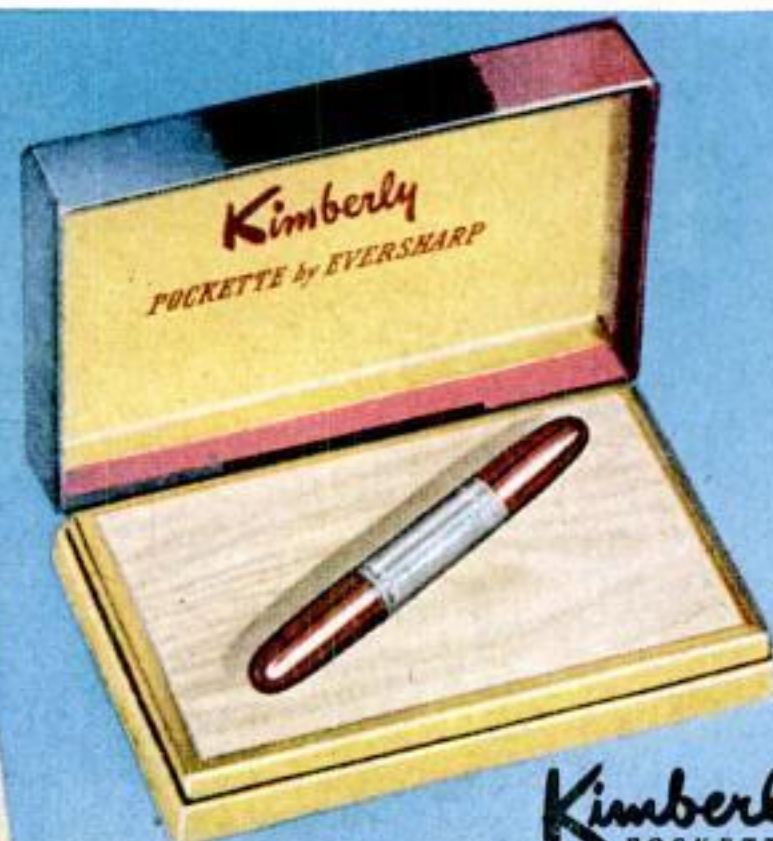
'5

FOR BOTH PEN AND PENCIL

You won't get value like this from any-
 one but EVERSARP! Pen has large 14-kt.
 gold point. Famous Magic Feed assures
 perfect performance. Pen alone—\$3.75.

EVERSHARP SET...\$1875
 PLUS FED. TAX

Special gift for a special someone
 Magnificently styled with gleam-
 ing gold-filled cap. Extra-large
 14-kt. gold point. Pen alone—\$12.75.



Kimberly
 Pockette by EVERSARP

Not much longer than your cigarette—
 yet this ball-point pen opens to full-size
 with full ink supply. Chrome band—
 \$4.95. 14-kt. gold-filled band—\$7.50.



EVERSHARP SET...\$875

Pen has large 14-kt. gold point. Smartly
 designed with silver-colored cap and
 narrow gold-filled band. Pen alone—\$5.



EVERSHARP SET...\$1275

Lustrous silver-colored cap and wide
 gold-filled band. Extra-large 14-kt. gold
 point. Pen alone—\$8.75.

**In Addition — EVERSARP Gives You
 Greater Value than the Other Two Leading Pens!**

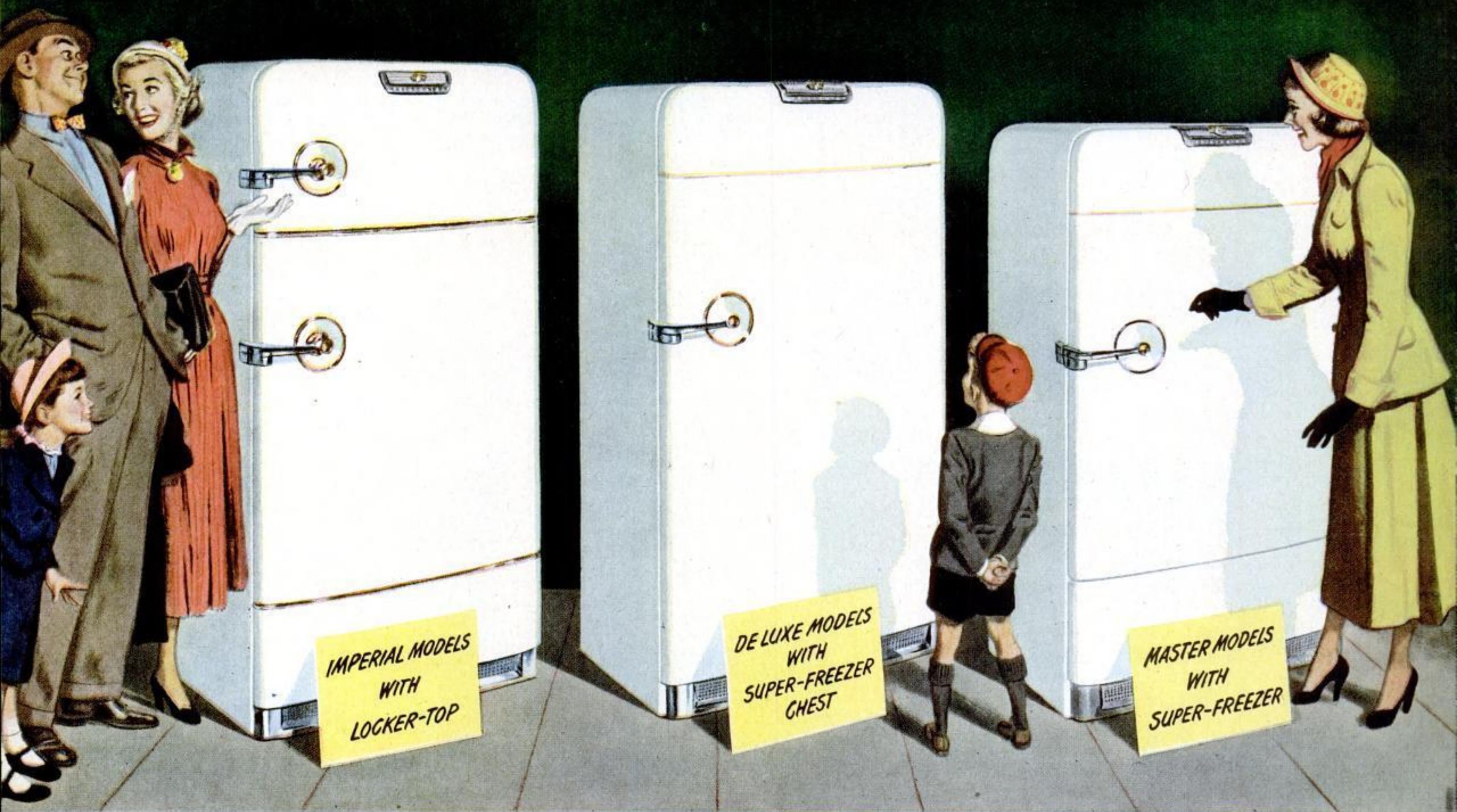
Only in EVERSARP do you get *all* these features:—*Easy-Fill Lever Action*—
 just flip the lever and pen's brim-full... *Magic Feed* that prevents flooding
 or leaking, assures instant flow the moment pen touches paper...

Extra-Large 14-karat Gold Points for velvet-smooth writing. Only EVERSARP
 offers such *jewel-like beauty* combined with such *down-to-earth economy*!

See the magnificent selection of EVERSARP Pen and Pencil Sets—today!

Give EVERSARP—and you give the Finest!

©1950, Eversharp, Inc.



Announcing the NEW 1950 FRIGIDAIRE!

3 TYPES—4 SERIES—10 SIZES—4 to 17 cubic feet—STARTING FROM \$184.75

IMPERIAL MODELS

have separate near-zero Locker-Top. The lower compartment is refrigerated by the new, improved Cold-Wall cooling with the Refrig-o-plate.



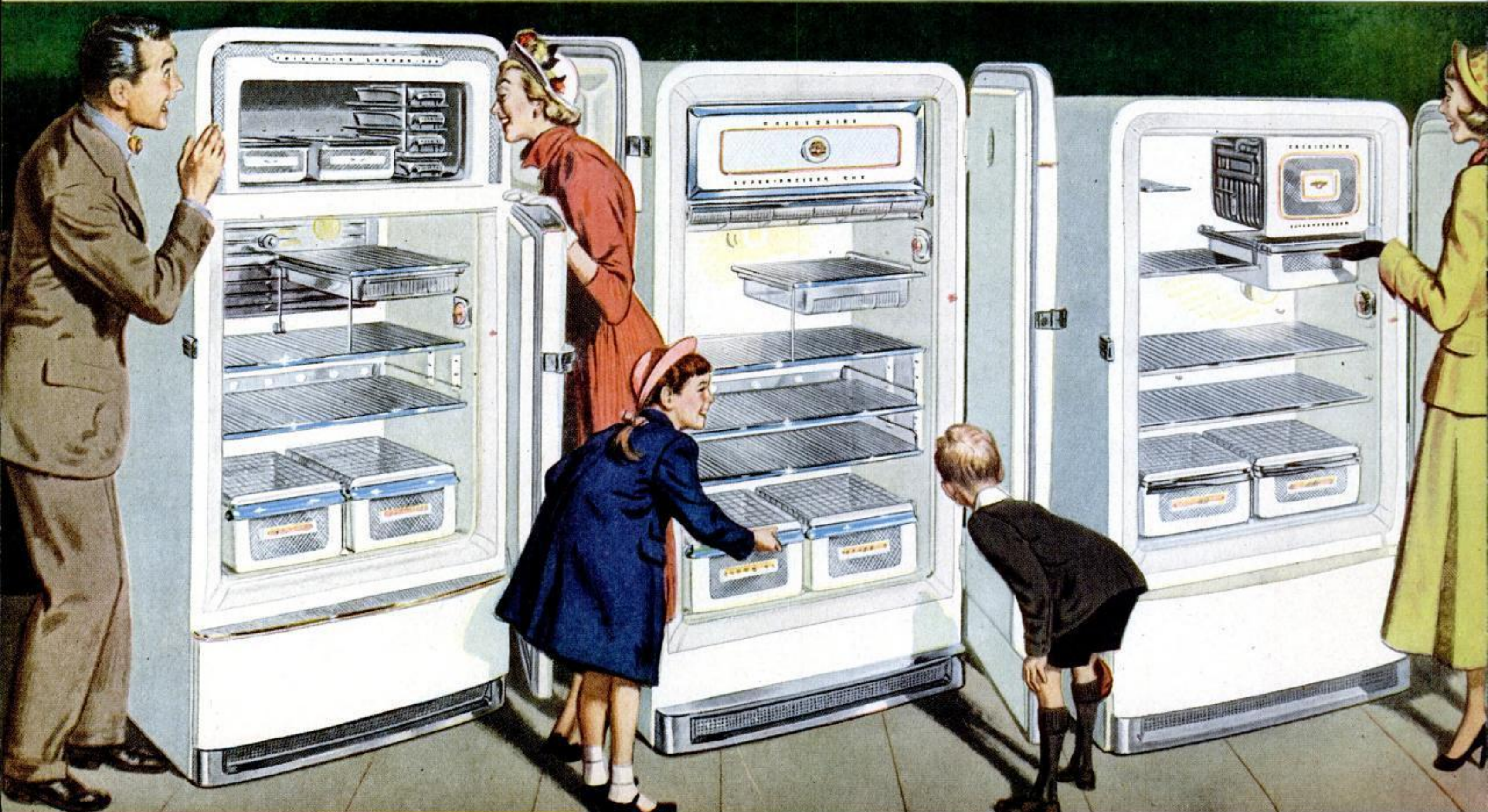
DE LUXE MODELS

have low-temperature Super-Freezer Chest. Main compartment refrigerated by Freezer Chest and new, improved Cold-Wall cooling.



MASTER AND STANDARD MODELS

have colder-than-ever Super-Freezer. Food compartment refrigerated top to bottom by direct air circulation from Super-Freezer.



Look at it Outside! Look at it Inside!

You can't match a FRIGIDAIRE!

New Outside!

Look What's New in refrigerator styling! From the attractive nameplate at the top to the modern recessed base, Frigidaire Refrigerators again set new beauty standards. Note the golden highlights, the Target Latch, the sleek new lines!

They'll Stay New Looking for years and years—these refrigerators are built that way! The sturdier one-piece cabinet construction, with the rigid Double-X back design, means long life, no sagging. And their finish stays bright and white—whether it's gleaming Lifetime Porcelain or Durable Dulux.

New Inside!

Frigidaire Imperial Models—finest of all Frigidaire Refrigerators. The Imperial is a two-door combination—Cold-Wall refrigerator and Locker-Top for long-time storage of frozen foods. Its innovations include adjustable and sliding aluminum shelves—new Ice-Blue interior trim—new, deeper porcelain twin Hydrators—and new, improved Cold-Wall cooling with Refrig-o-plate. Quickube Ice Trays slide out—release cubes instantly. 8 and 10 cu. ft. sizes—frozen storage capacity, 50 and 70 lbs.

Frigidaire De Luxe Models have full-width Super-Freezer Chest, new, improved Cold-Wall cooling, full-length door and amazingly greater capacity. A 9 cu. ft. size takes little more space than a 5 cu. ft. model of only a few years ago! Look at the cool, clean beauty of its lustrous Ice-Blue trim—the Double-Easy Quickube Ice Trays—adjustable and sliding aluminum shelves—twin extra-deep Hydrators—full-width plastic chill drawer. 9 and 10.7 cu. ft. sizes—frozen storage capacity, 45 and 49 lbs.

Frigidaire Master Models gleam with new gold-and-white beauty—introduce for the first time adjustable aluminum shelves in low-priced refrigerators. All sizes have two deep, sliding porcelain Hydrators that can be stacked—sliding porcelain meat storage drawer—convenient, all-metal Quickube Ice Trays—handy jack shelf. Larger sizes have the full-length food compartment, Super-Storage design. 7.6 to 11 cu. ft. sizes—frozen storage capacity, 19 to 29 lbs.

Frigidaire Standard Models (not illustrated) are low in cost, yet have the Meter-Miser, Super-Freezer and the cabinet construction of higher-priced models. Other features include rust-resistant shelves, deep, sliding porcelain Hydrator, Frigidaire's exclusive Quickube Ice Trays. 6 and 7.6 cu. ft. sizes—frozen storage capacity, 15 and 19 pounds.

Double-Easy Quickube Ice Trays are aluminum for fast freezing—have Automatic Tray Release. Press the tray handle—the tray is free—no tugging! Lift the lever—cubes released instantly—no melting! Only Frigidaire has them!

New More Powerful Meter-Miser—simplest cold-making mechanism ever built—produces oceans of cold on a trickle of current! Quiet in operation, trouble-free—this economical Meter-Miser is sealed in steel, oiled for life. Only Frigidaire has it!

YOU GET NEW BEAUTY


1. New Styling Inside and Out—by Raymond Loewy.
2. New! Lustrous Ice-Blue, Gold and White Beauty—sets a new standard for smartness.
3. New! Target Door Latch——with finger-tip action—locks cold in.
4. New Streamlined Design—finished in snowy-white Lifetime Porcelain or Durable Dulux.

YOU GET NEW CONVENIENCE

5. Extra Storage Space—in less kitchen space than before.
6. Extra-Large Frozen Storage Space—holds from 15 to 70 lbs.
7. Double-Easy Quickube Ice Trays—trays slide out—cubes released instantly—no melting. 
8. New Aluminum Rustproof Shelves—adjustable, sliding—more space between shelves.
9. New, Extra-Deep Porcelain Hydrators—for fruits and vegetables.

10. New Meat Storage Drawer with Plastic Trivet—in Master models.
11. New Full-Width Plastic Chill Drawer in De Luxe models—for meat and ice cube storage, quick chilling of beverages.
12. New Handy Plastic Basket Drawer—for small items—in De Luxe and Imperial models.

YOU GET NEW ECONOMY—NEW DEPENDABILITY

13. New Improved Meter-Miser——makes more cold with no more current.
14. New Improved Insulation—keeps more cold in, more heat out.
15. Improved Cabinet—sturdy, rugged one-piece steel construction—for longer life.
16. Freon-12 Refrigerant—developed by Frigidaire and General Motors.
17. New Improved Cold-Wall Cooling—in De Luxe and Imperial models.
18. New Sealed-In Mechanism covered by 5-Year Protection plan.



This emblem on a Frigidaire Refrigerator is your assurance of safe cold from top to bottom, lasting beauty, utmost convenience, proved economy features—plus General Motors' dependability and Frigidaire's 30 years' experience in building more than 11½ million refrigerating units.

FRIGIDAIRE

America's No. 1 Refrigerator

Visit your Frigidaire Dealer. Look for his name in your Classified Phone Directory. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

Refrigerators • Electric Ranges • Automatic Washer • Clothes Dryer • Electric Ironer • Food Freezers
Electric Dehumidifier • Electric Water Heaters • Kitchen Cabinets and Sinks • Air Conditioners





"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous !"

TUNE IN! Mr. and Mrs. Ronald Colman, "The Halls of Ivy," Friday nights on NBC



© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



STILL WRINGING WET AFTER HIS ASSAULT ON WORLD RECORDS IN YALE'S POOL, FRESHMAN JOHN MARSHALL PROUDLY FINGERS A.A.U. CHAMPIONSHIP AWARDS

YALE'S AUSTRALIAN STAR

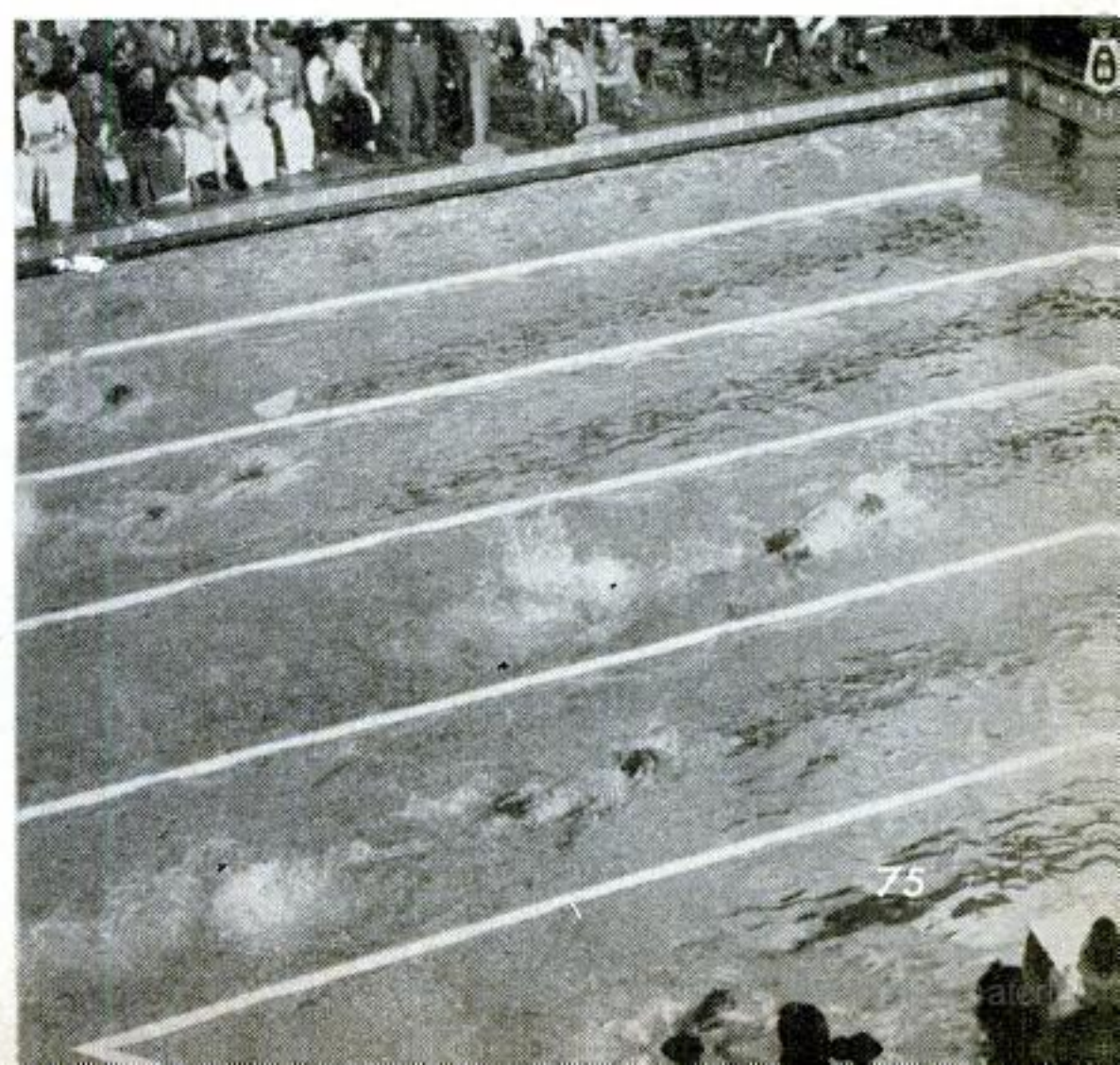
Freshman John Marshall breaks four world swimming records in meet

Fifty years ago an Australian named Richard Cavill revolutionized swimming with a new stroke known as the crawl. Last week, carrying on in his countryman's tradition, 20-year-old John Marshall, a Yale freshman, thrashed up and down the Payne Whitney pool in New Haven and won every National A.A.U. individual free-style event he entered—the 220 yard, 440 yard and 1,500 meter.

More spectacular still, he shattered four world records, including the 400-meter mark held by Japan's fabulous Hironoshin Furuhashi (LIFE, Aug. 29) who is generally considered the best free-style swimmer alive. Marshall, whose father is a woolens manufacturer in Melbourne, decided to go to Yale after the 1948 Olympics where he failed to win a race and met Yale's coach, famous Bob Kiphuth.

CONTINUED ON NEXT PAGE

MARSHALL LEADS FIELD IN RECORD 220-YARD SWIM

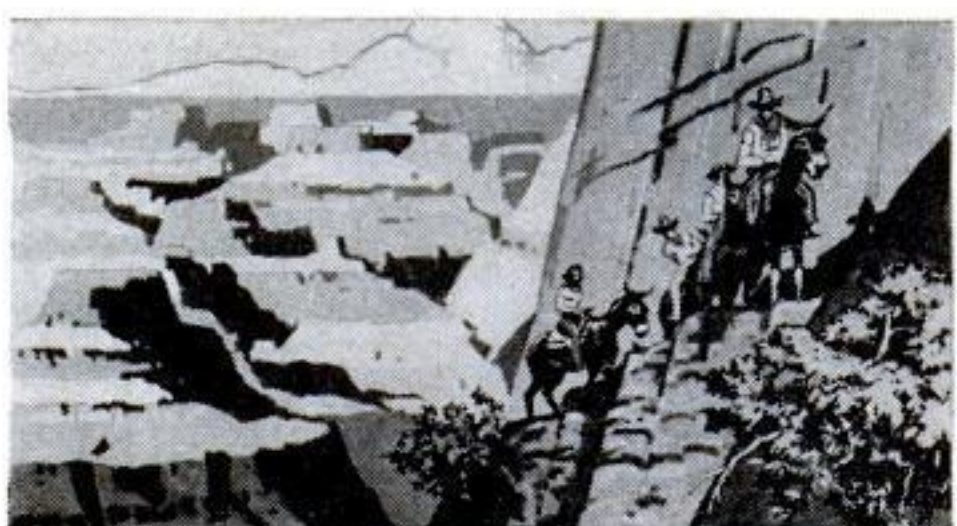


all on one trip

via



Paradise for picture takers—Land of Pueblos, New Mexico



Trail ride—Grand Canyon, Arizona



Carefree Dude Ranch vacationlands

*Ride
Great Trains
through a
Great Country*

You can see all these great western wonderlands—easily—on a trip via Santa Fe (route of *The Chief* and *Super Chief*).

Just ask your railroad or travel agent how to include them in a vacation trip this summer.

For free picture folders that will help you in your planning, just mail the coupon.

Santa Fe System Lines, Room 1753, Dept. L-12
80 East Jackson Boulevard, Chicago 4, Illinois
Please send me the free literature I have checked.

☐ Land of Pueblos ☐ Grand Canyon ☐ Dude Ranches ☐ California

Name.....

Address.....City.....

State.....My phone number is:.....

If student, give name of school.....

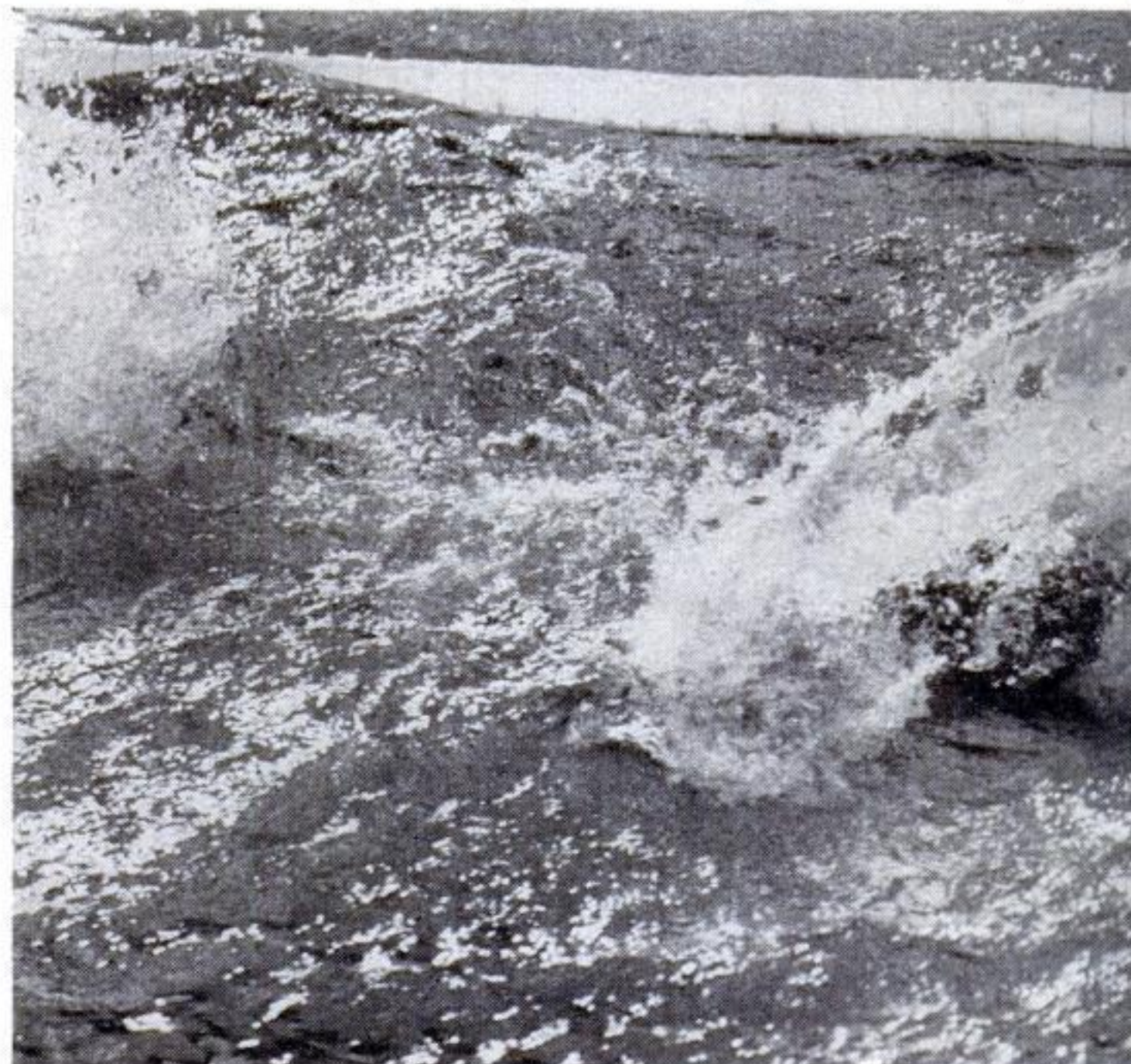
Expires July 15, 1950



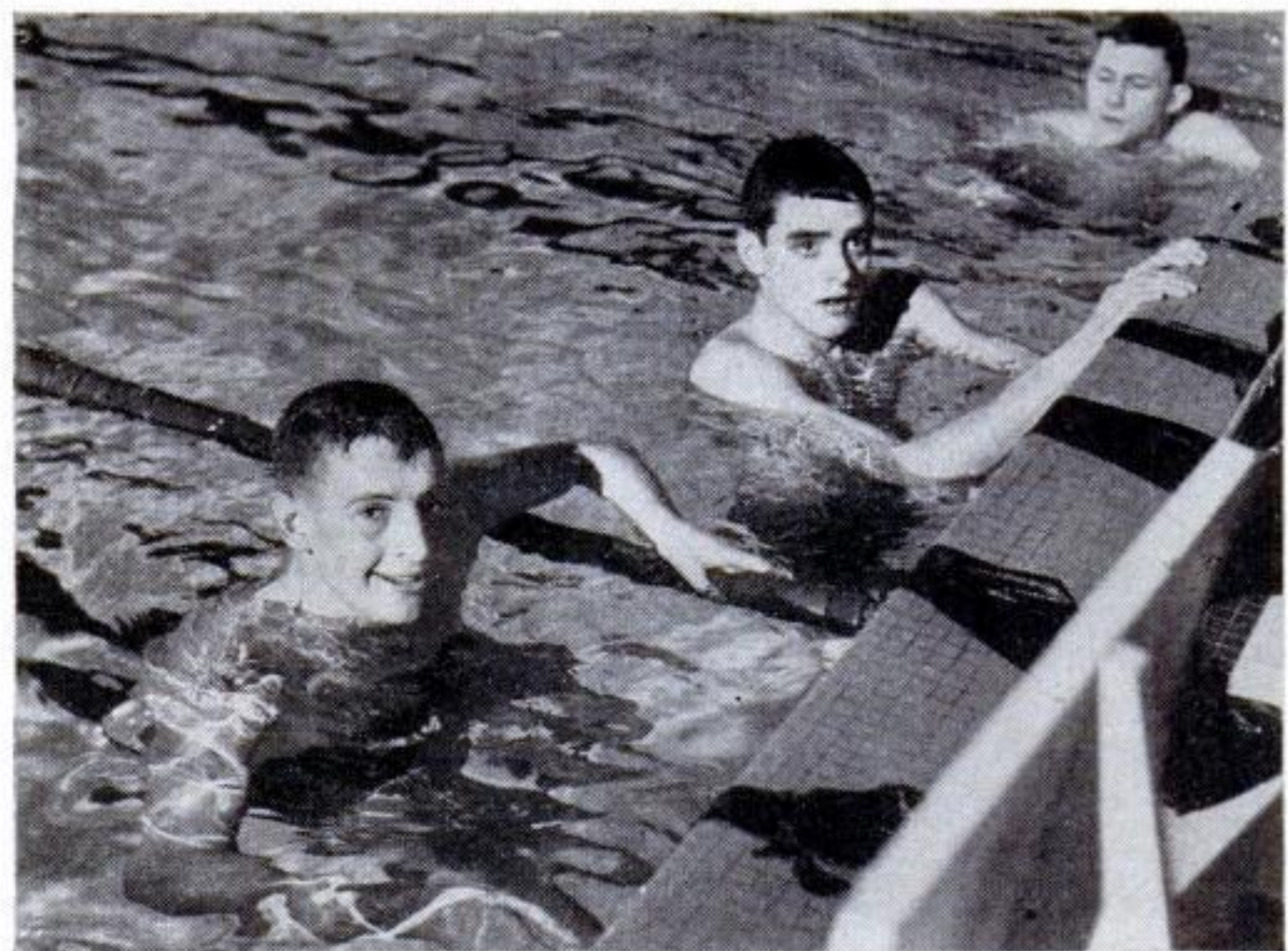
Yale's Australian Star CONTINUED



WITH A COACH, Harry Burke (left), Marshall hears news that Yale freshmen have won meet. They made 43 points to second-place Ohio State's 35.



MARSHALL STROKES UNGRACEFULLY, RIGHT ARM HIGHER THAN THE LEFT,



ONE, TWO, THREE, in 220-yard final, Yale freshmen Marshall, McLane and Moore rest after race in water, whose buoyancy helps them to relax the muscles. Winning time: a world record-smashing 2:05.4. Old record: 2:07.1.



WITH A TEAMMATE, McLane (right), Marshall looks on as Mike Stuhl-dreher, freshman breast-stroker and son of a famous Four Horseman, loses race.



TAKING 17 STROKES TO GO 25-YARD POOL LENGTH. COMPETITORS NEED 20

YALE HAS BUMPER YEARLING CROP

John Marshall is only one amazing member of Yale's amazing freshman swimming team, which romped off with the National A.A.U. Indoor Team Championship, beating out both Ohio State, current inter-collegiate champs, and Yale's own varsity swimmers. Close behind Marshall is 19-year-old Jimmy McLane, who was a star at Andover in 1948 (*LIFE*, Feb. 25, 1946) and an Olympic champion in 1948. There are also other flashy free stylers, Wayne Moore and Dick Thoman. Earlier in the season this quartet broke the world 800-meter relay mark held by the Tokyo Swim Club.

All were crack swimmers before coming to Yale. But one season of Coach Kiphuth's coaching and conditioning has made a difference. For eight weeks Marshall worked on dry land with calisthenics and pulleys (pp. 78, 81) to develop, mostly, his arms and shoulders. Since arriving at New Haven, Marshall has grown a half inch (to 5 feet, 10½ inches), gained 18 pounds (to 170) and sliced 16 seconds off his time for the 440. Kiphuth is too smart to change Marshall's unconventional stroke. Marshall brings his right arm higher out of water than usual, digs down with fingers spread and palm out. But he keeps left arm cutting sharply into the water. The result is terrific power and a total lack of beauty.

CONTINUED ON NEXT PAGE

Invite Safe Sleep Tonight!



TRY THIS DRUGLESS WAY FOR SOUND REFRESHING SLEEP

If you have not been sleeping well lately—if you are worried about how you may sleep tonight—you have a right to be worried. Deep, restorative sleep is absolutely essential if you are to wake up rested and invigorated . . . ready to carry on.

Ovaltine helps to insure this kind of sleep because Ovaltine, taken hot at bed-time, acts in an entirely *natural* way. It helps to break down nervous tensions built up during the day . . . induces natural relaxation and pre-

pares the way for peaceful sleep.

Furthermore, Ovaltine assists in rebuilding you during sleep, because Ovaltine has been processed in such a way that its important food elements are readily digested and absorbed, even as you sleep.

You Can Tell Very Quickly

You can determine in a few nights whether Ovaltine will help your situation. Just purchase a small-size jar for a trial. Be sure to make it according to directions. You may find, like countless others, that Ovaltine can do a great deal to bring you the kind of sleep which really refreshes and restores.

OVALTINE

PLAIN AND
CHOCOLATE FLAVORED





The only way you'll ever hear it

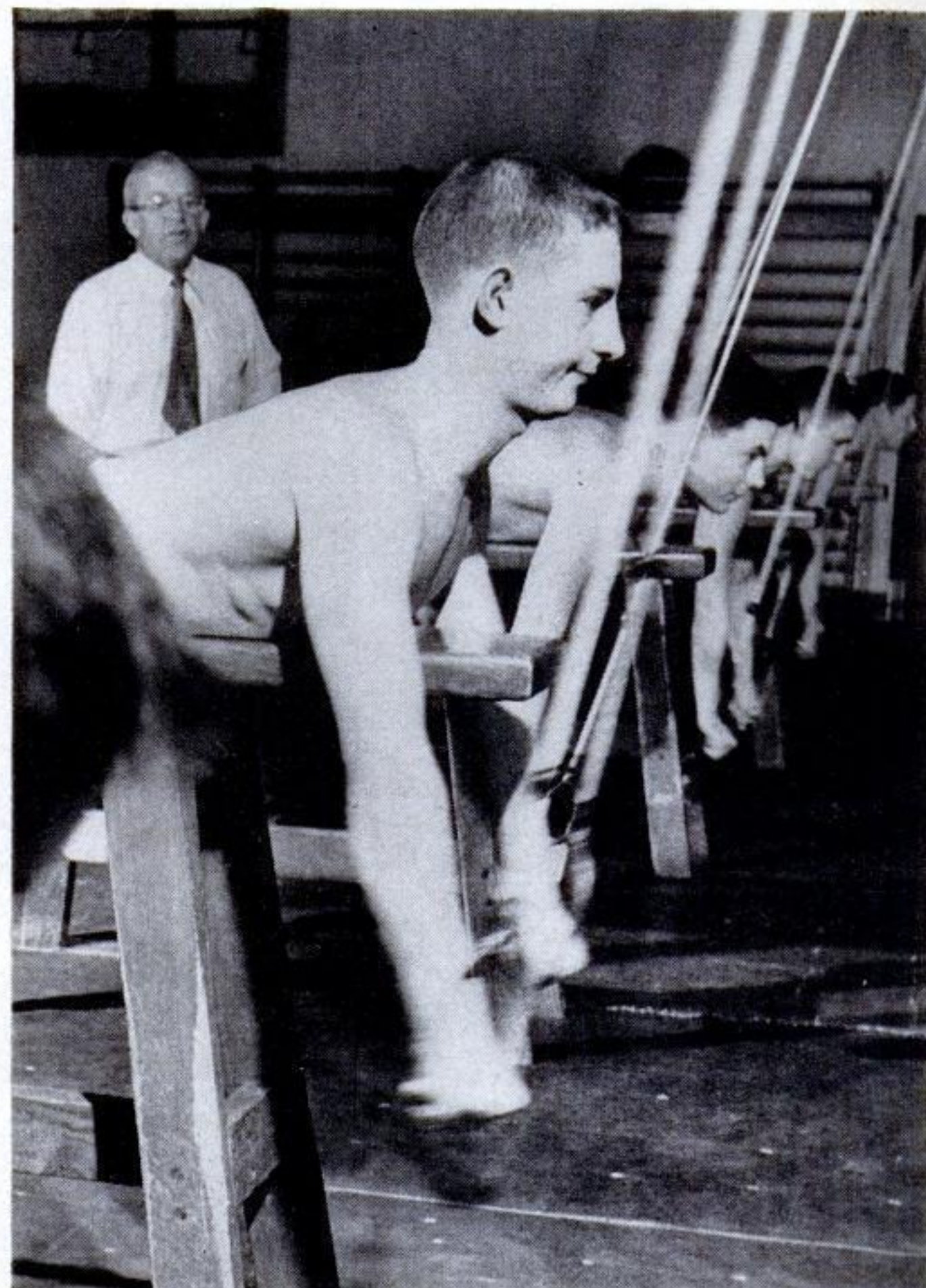
The only way you'll ever hear it is by accident, as Johnston did. The matter is so intimate that even your best friend won't tell you. That's the insidious thing about halitosis (unpleasant breath).*

How's your breath today? Don't guess about it. Play smart and use Listerine Antiseptic, an extra-careful precaution which instantly sweetens and freshens the breath. Keeps it that way, too... not for seconds, not for minutes... but for hours, usually.
LAMBERT PHARMACAL COMPANY, St. Louis, Missouri.

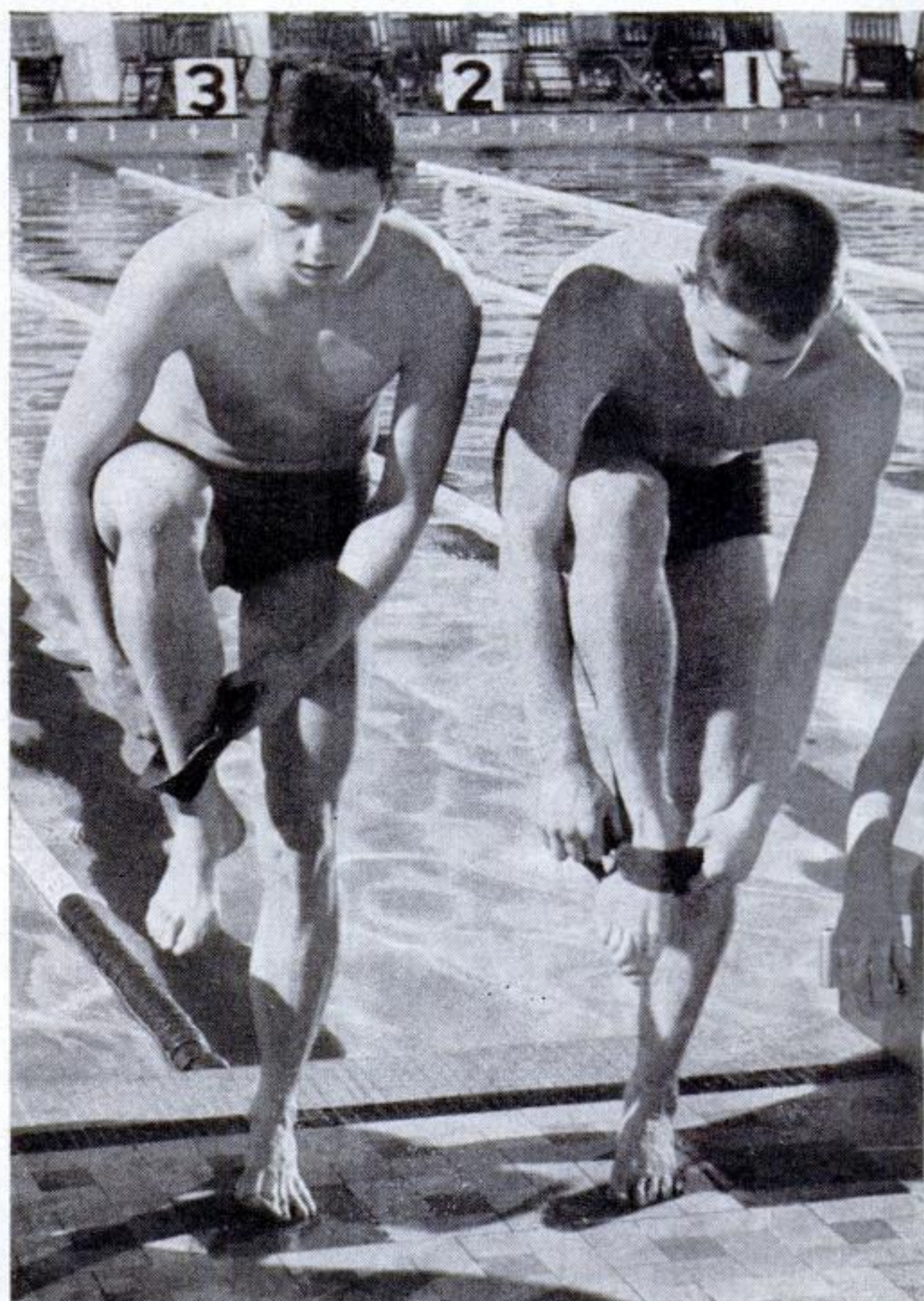
LISTERINE ANTISEPTIC

*Most cases of halitosis, say some authorities, are due to the bacterial fermentation of tiny food particles in the mouth. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors it causes.

Yale's Australian Star CONTINUED



PULLEYS AND WEIGHTS are basic part of Yale's conditioning program. Coach Kiphuth watches as Marshall (*foreground*) and mates do their chores.



HEAVY BANDS which bind ankles together are put on by Stuhldreher and Marshall in practice. This shackling eliminates kick, helps build up arm stroke.

[CONTINUED ON PAGE 81](#)



Illustrated above—Custom Commodore Four-Door Sedan

HUDSON'S Exclusive SUPER-MATIC DRIVE†

"The New Step-Down Ride" is a luxurious, roomy ride—made even more pleasant by Hudson's new Super-matic Drive—the only automatic transmission that shifts gears for you just as you want, doesn't creep when starting or after stops, doesn't slip as you roll along, and can be converted to manual operation at the touch of a button.

More room than any other car!

...another marvel of "The New Step-Down Ride"



Illustrated above—Custom Commodore Sedan. Also available: Club Coupe and Convertible Brougham. The famous Super Series brings you: Sedan, Brougham, Club Coupe, and Convertible Brougham. The lower-priced Pacemaker is available in the Sedan, Brougham, Club Coupe, three-passenger Coupe and Convertible Brougham.



Hudson floor is recessed down within the Monobilt body-and-frame* (shown in red above), seats are lowered for amazing head room in this car with America's lowest center of gravity. You ride down within a base frame, encircled and protected by box-section steel girders.

*Trade-mark and patents pending.

ROOM! Glorious room! More room than in any other car at any price!

How does Hudson do it—in a car so sleek, so streamlined?

Your first look inside will show you that Hudson seats are positioned not only ahead of the rear axle, but entirely ahead of the rear wheels!

This permits full use of body width, and as a result, the sensational New Hudson of normal exterior width brings you seat cushions that are *up to 12 inches wider* than those in cars of greater outside dimensions! Even door and window controls are nested in recessed

panels to give extra elbow room.

You'll see, too, that "step-down" design, with its recessed floor, brings vital space into Hudson's passenger compartment, instead of wasting it under the floor and between frame members as is the case in all other cars!

This provides, in Hudson, more head room than in any mass-produced car built today!

But fabulous room is only one of the great features of "The New Step-Down Ride"! There are more—so many more that you must try this ride yourself to even begin to appreciate it! Won't you see your Hudson dealer soon? Hudson Motor Car Company, Detroit 14.

HUDSON

NOW...3 GREAT SERIES



Lower-Priced
Pacemaker



Famous
Super



Custom
Commodore

MOST ROOM!... BEST RIDE!... SAFEST!

ONLY HUDSON, THE CAR WITH "THE NEW STEP-DOWN RIDE", BRINGS YOU THESE ADDITIONAL FEATURES... Your choice, six or eight cylinder *High-Compression* engines with *Chrome-alloy* motor blocks which minimize wear and reduce upkeep costs • *Triple-Safe Brakes*—finest hydraulic system with reserve mechanical system on same pedal, plus finger-tip-release parking brake • *Fluid-Cushioned Clutch* • *Wide-arc vision* with Curved Full-View windshield and rear window • *Weather-Control†*—Hudson's heater-conditioned-air system • *Super-Cushion tires* • *Safety-Type wide rims* • *Center-Point Steering* and more than 20 other high-performance, long-life features that help make "step-down" designed Hudsons leaders in resale value, coast to coast, as is shown by Official Used Car Guide Books!

†Optional at extra cost.

Jack and the Cornstalk

Shinny up, boy! At the end of this magic cornstalk is the jolly Green Giant. He can give you a golden treasure. Bring it back for supper and make your dear mother happy. (And your father, too.)

Fresh from flavorland

The man in your life would climb a thousand cornstalks for corn like this.

For this is the corn that brings back the boy in him. Corn that lives up to storybook magic . . .

Corn-on-the-cob *without* the cob.

"Eatin'" gold. Summer in a can.

Fresh-shucked flavor of tender, young roasting ears any time of the year.

"Picked and packed at the fleeting moment of perfect flavor."

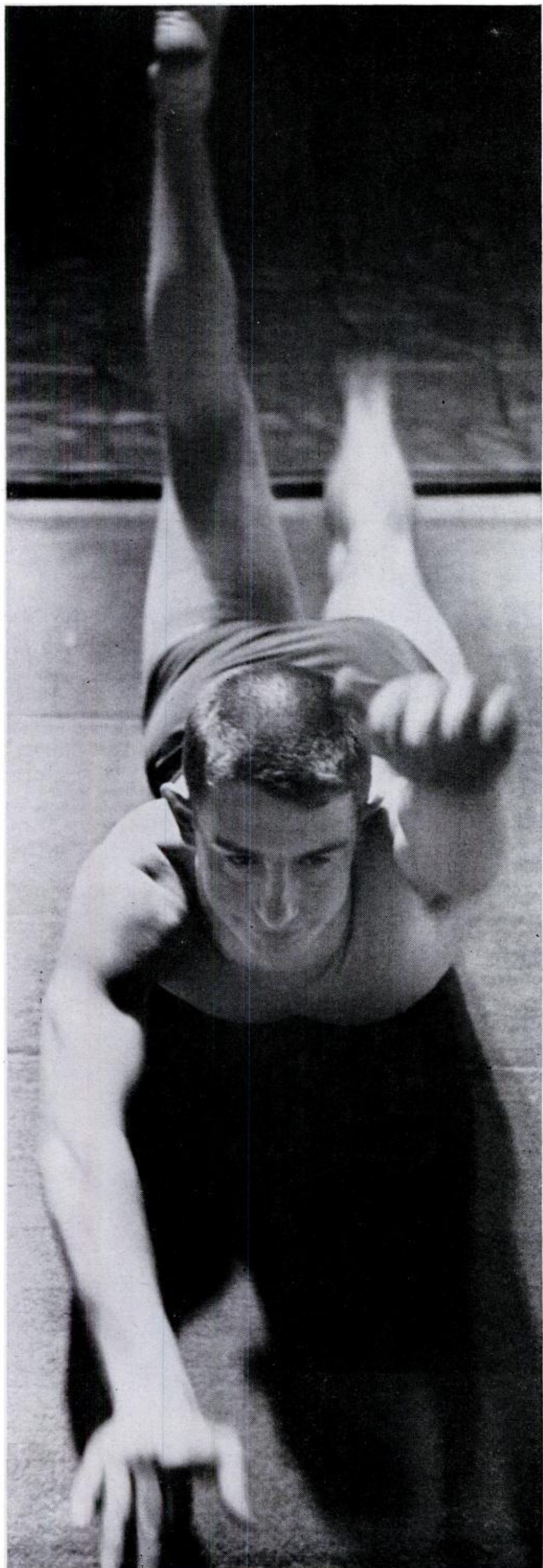
That's Niblets Brand whole kernel corn. Plump, full, thin-skinned beauties, each and every one of them.

Don't let your grocer sell all of his Niblets Brand Corn to other people!

Niblets *Whole Kernel*
BRAND
Corn



Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Green Giant Brand peas.
"Niblets" and "Green Giant" Brands Reg. U. S. Pat. Off. ©MVCCo.



ARM AND LEG WHIP, a key exercise in Coach Kiphuth's dry-land swimming routine, is done 200 times a day by Marshall to develop back muscles.



DO YOU THINK YOU ARE SMOKING TOO MUCH?

Then here, at last, is the cigarette especially blended for *you*!
It is the distinctive new king-size Embassy!

Embassy gives you *all* the satisfying character, *all* the full-bodied flavor you enjoy in your present brand. Yet, one of America's leading research laboratories reports milder Embassy smoke averaged over 60% *less Acid-Tars* than that of 4 leading brands tested, when smoked the same normal length.

This amazing result indicates you get virtually no more Acid-Tars in *three* Embassys than in *one* ordinary cigarette!

So . . . if you think you are smoking too much . . . give Embassy a try. You'll find that your last cigarette of the day will taste as fresh and pleasant as your first!

Now... Inhale
to your heart's
content!





BABY KING PENGUIN HAS "RACCOON COAT" DOWN

PENGUINS NEST IN ARMY RANKS

Mates take turns guarding eggs

On the rocky glacial beaches of South Georgia Island in the South Atlantic Ocean live tribes of birds whose lives are so regimented that they even array themselves in military order to nest (right). The king penguins shown in this unusual picture lay their eggs an even flipper's length from each other, then brood over them in a stiff, upright position, like soldiers standing at attention, for an incubation period of eight weeks. The egg rests not on the ground but on top of the bird's feet, held firmly between the legs. A flap of loose stomach skin covers it and keeps it warm. Male and female take turns standing over the egg, passing it from one to the other with the help of bills and flippers.

British Naturalist Niall Rankin, who took the pictures on these pages, spent five months on South Georgia studying the odd social habits of the penguins. He found four different species—king, gentoo, ringed and macaroni penguins—living on the island, each keeping aloof from the others and maintaining its own social order. The king penguin, which stands about three feet high, is the largest.

Lacking the right kind of wing feathers, penguins are unable to fly. But they love to strut about the beaches in soldierlike brigades, sometimes halting to stand on one foot and mark time, sometimes marching into the ocean in single and double file to take a bath. When the baby king penguins are about four months old, they are left in the care of a few old birds and the parents take off to have a good time scooting down the snowbanks, also in military file.







Pam \$9.95



Jenny \$8.95



Catalina \$7.95

Fitting Shoe Fashions

for

Comfortable Living

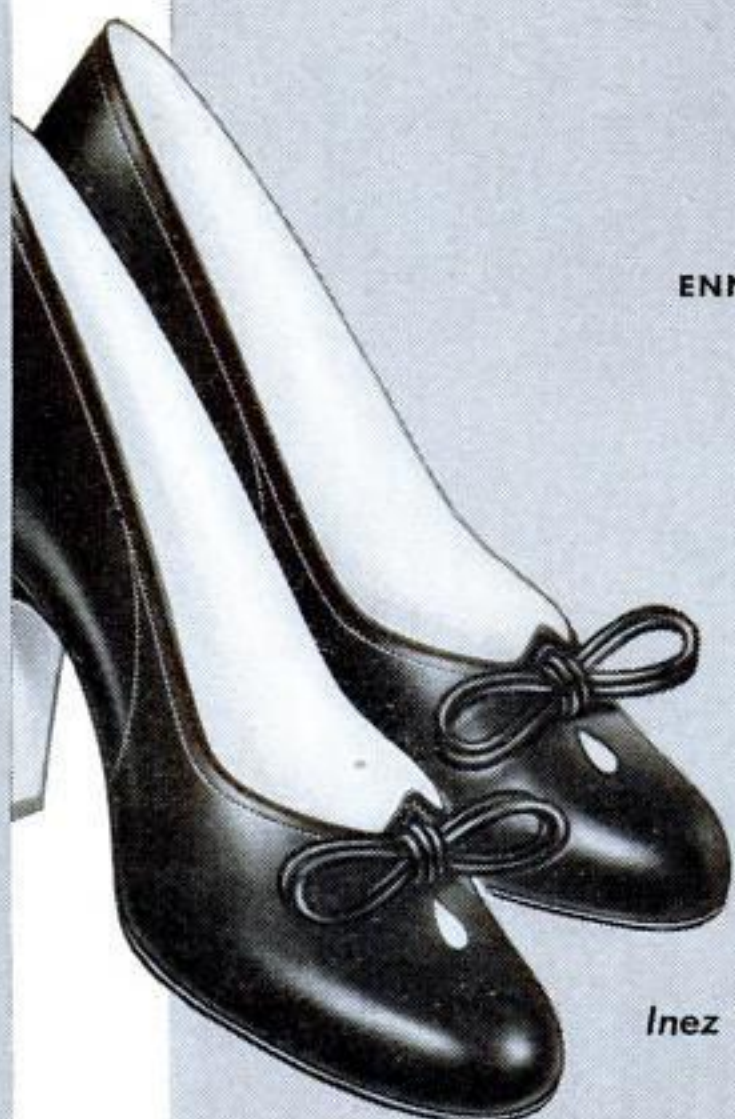
THOSE COMFORTABLE
Enna Jetticks
America's Smartest Walking Shoes

Fitting to the foot . . .
fitting to the occasion and
fitting to the pocketbook too!
Fit-right ENNA JETTICKS feel
comfortably light and look
fashionably new. See them
at your local dealer's.

ENNA JETTICK SHOES, INC., AUBURN, N. Y.

Some ENNA JETTICK Styles
are made in sizes 1 to 12
widths AAAAA to EEE

\$7⁹⁵ to \$9⁹⁵



Inez \$9.95

Penguins CONTINUED



BATH is given to pet king penguins by one of Rankin's assistants. Expedition brought back 150 penguins for the Glasgow, Edinburgh and London zoos.



RINGED PENGUIN, which seems to be wearing a helmet with a chin strap, is pugnacious and will even go after humans. It stands about two feet high.



AN INTRUDER, a sea elephant, suns himself among old and young ringed penguins. When sea elephants get in the way, penguins beat them with flippers.

Here's the deodorant soap that keeps you fresh all day—

DIAL soap stops odor before it starts!

What Doctors Found!

Dial's AT-7 gets the skin amazingly clean of bacteria. In fact, doctors who continually use AT-7 soap for their surgical scrub-ups report that it leaves the skin 10 times freer of bacteria than a scrub-up with ordinary hospital soaps!



Daily baths with ordinary soap leave thousands of bacteria on the skin.



Daily baths with Dial remove up to 95% of odor-producing skin bacteria.

**DIAL, containing new exclusive
AT-7, removes skin bacteria
that cause perspiration odor!**

Dial not only promises all-over freshness round the clock—Dial *guarantees* it. For Dial doesn't just "cover up" odor—Dial removes skin bacteria that are its major *cause*. That's because Dial contains AT-7, the only antiseptic known to keep its power effective in soap. Dial does not stop healthful perspiration, but it *does* stop odor, so your clothes stay clean-smelling, too. And Dial smells *good*—not strong, not sissy.

Dial is mild! Perfect for complexions. Women love Dial's mild, gentle creaminess—it's perfect for complexions. And Dial's rich, protecting lather cleanses so thoroughly, it's the *one* soap for the whole family. Get several long-lasting bars today.

Tune in STARS OVER HOLLYWOOD, CBS, every Saturday

Another **ARMOUR** Product



No other soap in the world like Dial!

1. First really effective deodorant soap.
2. Dial removes major *cause* of odor.
3. Dial has a light, pleasant fragrance.
4. *Guarantees* freshness round the clock.
5. Mild, rich-lathering Dial protects complexions with its creamy gentleness.

Keeps you fresh round the clock

© ARMOUR AND COMPANY



Revolutionary Smooth-Top Mattress Improvements!

An entirely different, exclusive "tuftless" mattress construction by Serta now guarantees everyone a thrilling new kind of sleeping comfort—available nowhere else!



You Sleep **ON** It—Not **IN** It!

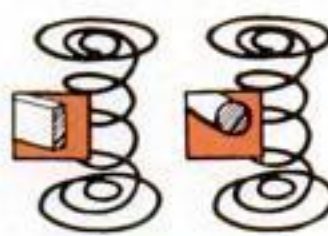
compare these exclusive Serta comfort features:



Serta Smooth-Top (Tuftless) Construction—No bumps, buttons, or hollows. Non-stretch, non-shift, non-sag.



"Uni-Matic" Spring Top—Gives resilient "all-over" support from head to foot.



Flat—not round

"Vitalized Cushioning"—Patented "Ribbon Steel" coils in center section give more resilient comfort!



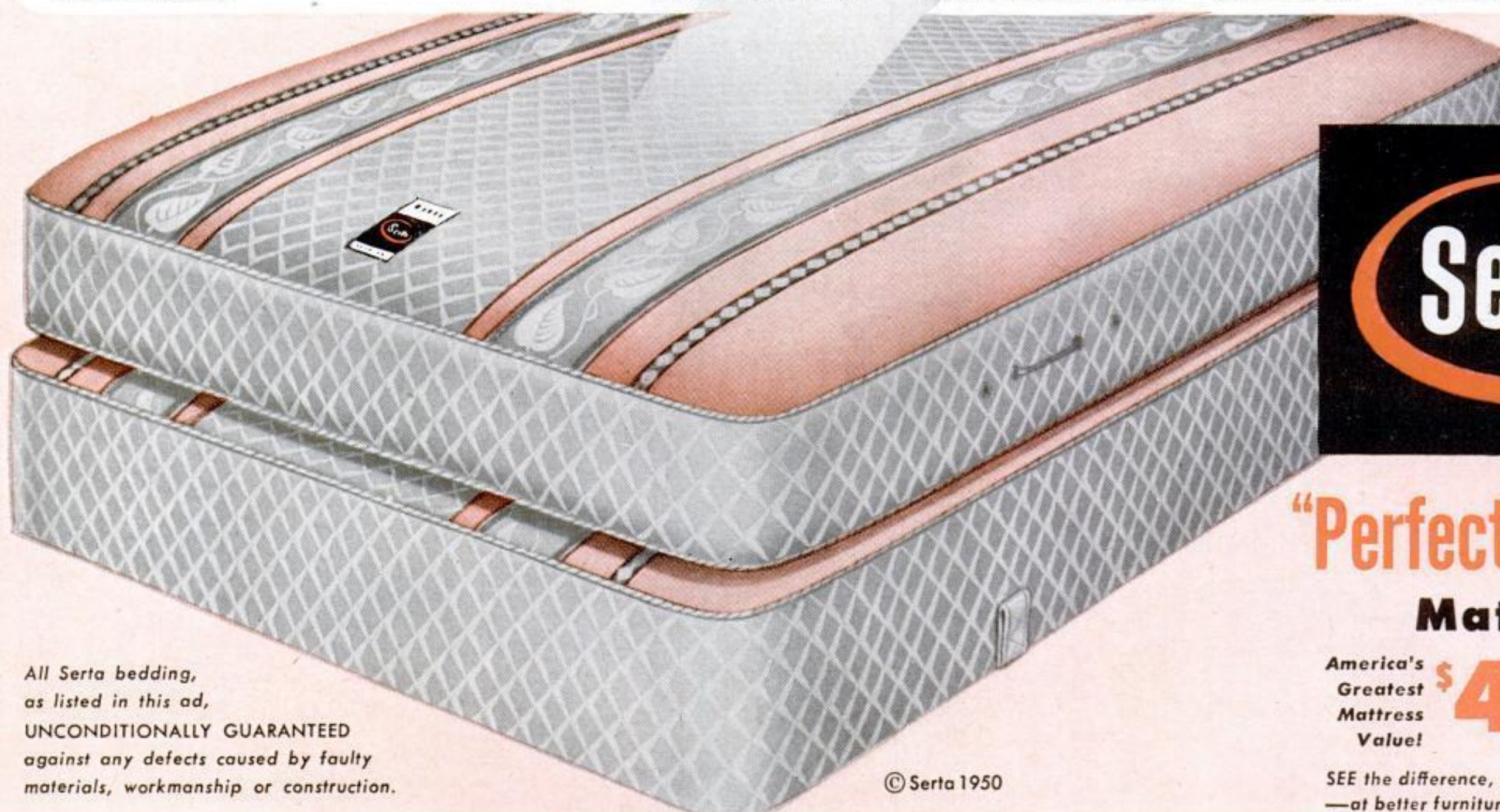
Scientifically Improved Box Spring—Gives ideal support, protection and matching comfort. Dustless, noiseless.



—proved by x-rays

"Perfect Sleeper" Mattress—Spine is given level relaxing support recommended by leading doctors.

Individually Pocketed Coils—"Soft" mattress often causes muscle strain, backache, restless sleep.



**"Perfect Sleeper"
Mattress**

America's
Greatest **\$49⁵⁰**
Mattress
Value! Matching Box Spring,
Same Price

SEE the difference, FEEL the difference today
—at better furniture and department stores.

All Serta bedding,
as listed in this ad,
UNCONDITIONALLY GUARANTEED
against any defects caused by faulty
materials, workmanship or construction.

© Serta 1950

Now, New Improved **Serta-foam*** Latex Cushioning
available in 2 great new Serta smooth-top mattresses

* What Is **Serta-foam**?

Serta-foam is the new, improved foam latex—made by Firestone exclusively for Serta. It's light and soft, resilient and durable, non-allergic—sanitary. Always clean and sweet—"breathes" fresh air through countless foamy "pores." Enjoy it now at these new low Serta prices!



"Perfect Sleeper Imperial" Mattress and Box Spring

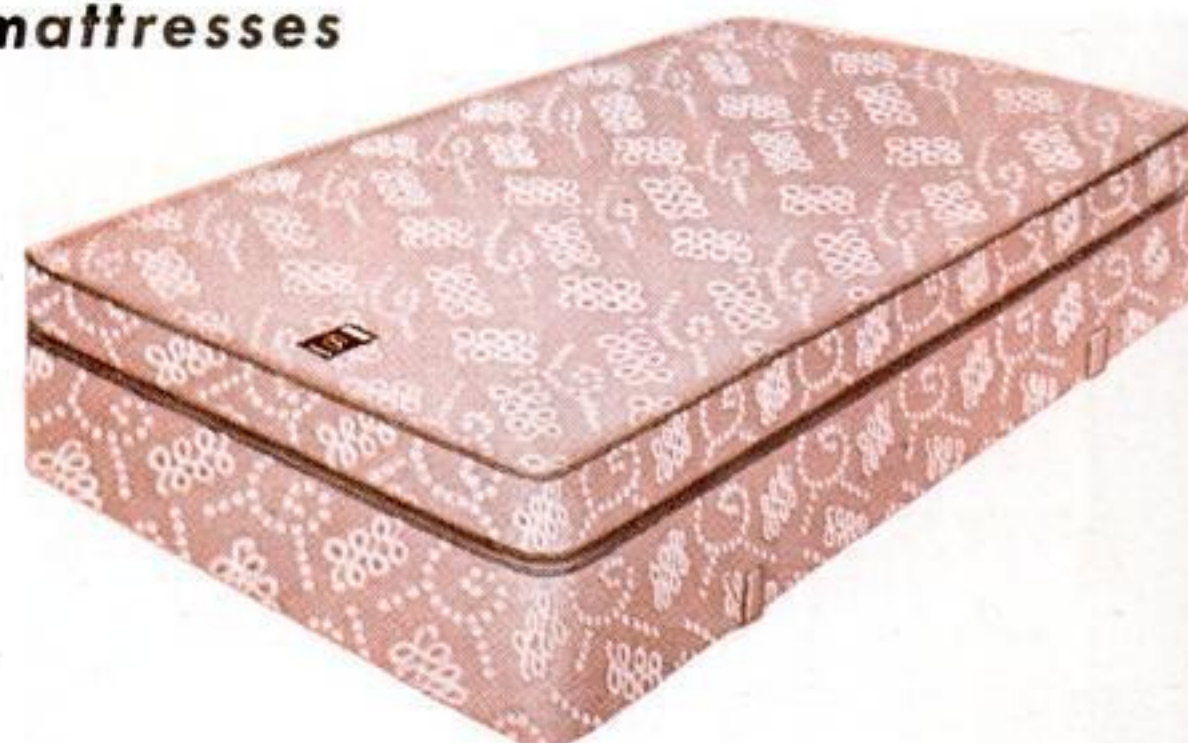
Exclusive "Perfect Sleeper" innerspring construction—plus top layer of velvety, new Serta-foam by Firestone. **\$59⁷⁵** each


Serta-Foam Mattress

Of full 4½" thick Serta-foam, gives extra support in center section where body weight is concentrated. **\$59⁷⁵**

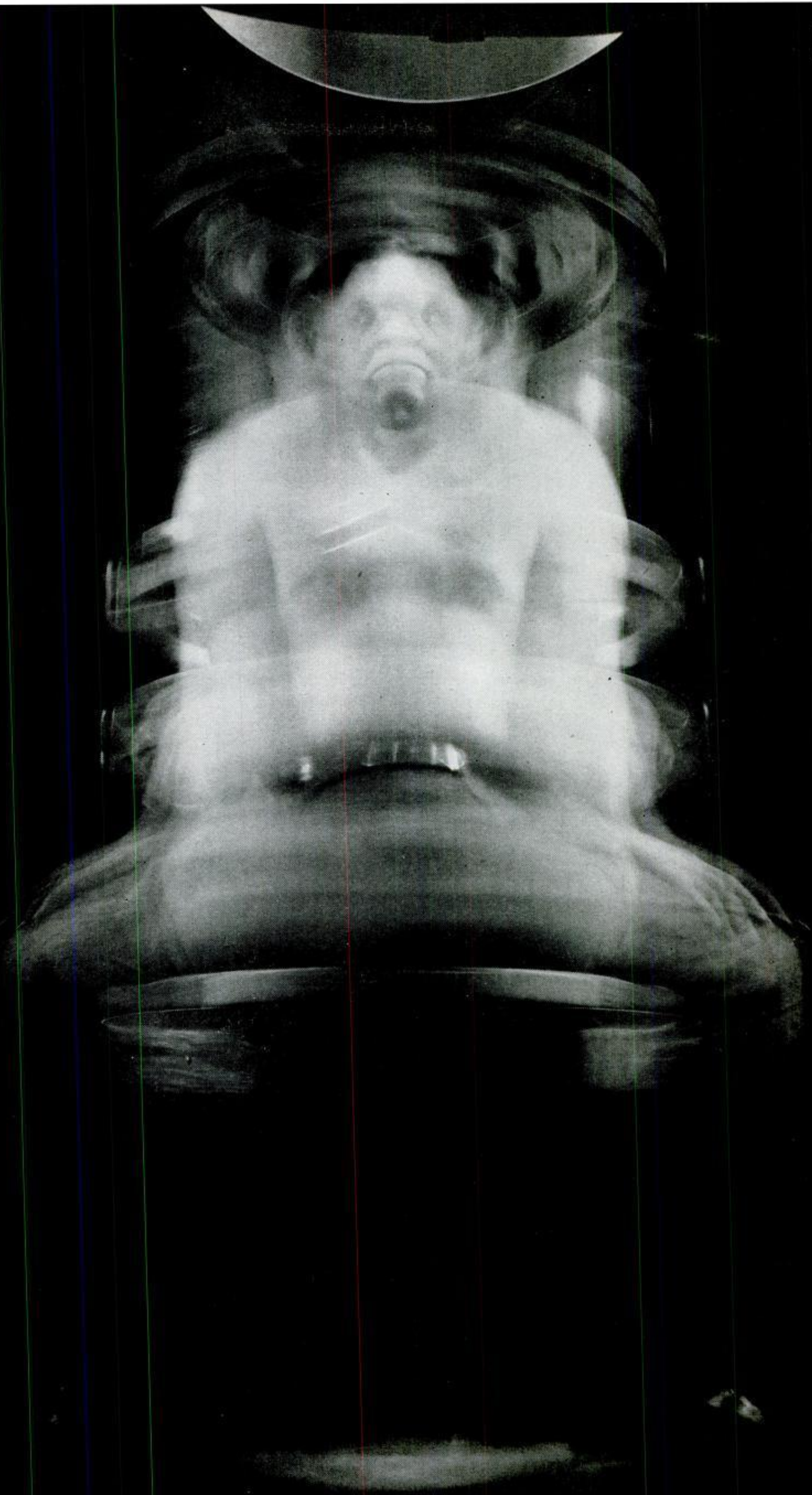
Serta-Foam Sleep Set

Set includes Serta-foam Mattress, plus special foundation: finest custom quality, extra-depth coil construction, gives the necessary support and protection. **\$119⁵⁰** complete



Special Demonstrations During Sleep Show  April 17-29

SERTA ASSOCIATES, INC. 666 Lake Shore Drive, Chicago, Ill.



STRAPPED TO A REVOLVING CHAIR IN PATH OF X-RAY MACHINE (TOP), AN M.I.T. DEMONSTRATOR SHOWS HOW NEW TREATMENT "BARBECUES" CANCER PATIENTS

X-RAY BARBECUE

An old cooking technique is used in treating deep-seated cancers

The Buddhalike figure in the time exposure above is a Bostonian demonstrating what it is like to be barbecued by X-ray. In cooking, barbecuing is a way of turning meat over a fire to broil the inside without scorching the surface. In X-ray therapy it is a newly perfected way of trying to burn out cancers deep inside patients' bodies.

A patient is strapped into a chair facing a 2 million-volt X-ray machine, then is slowly rotated. The rays hit the tumor continuously, but the point

where they enter body changes constantly. This prevents burning of healthy tissue around the tumor, which often occurs in ordinary radiation. Each rotation takes three minutes and a patient may go around as many as three times at a sitting.

The X-ray barbecue was developed by Dr. John Trump, M.I.T. physicist, and Dr. Hugh Hare, Lahey Clinic radiologist. Of the 53 men and women who have been treated at M.I.T. since October, all but two have been substantially benefited.

Fine brandy
*...deftly flavored
 with true fruit*



Blackberry - Apricot - Cherry - Peach Brandy by Hiram Walker

Never have you tasted brandy like this. For not until now has Hiram Walker introduced to liqueur quality brandy the delicate flavor of choice, freshly picked fruits and berries.

Served straight or used to glorify desserts, Hiram Walker's true fruit flavored brandy is incomparable.

BLACKBERRY BRANDIED APPLE PIE

Follow your favorite recipe for apple pie, but before putting the apple slices in the pie, marinate them for 1/2 hour in Hiram Walker's Blackberry Brandy. Pour the remaining brandy marinade over the apples and put on the top crust.

APRICOT BRANDY COMPOTE

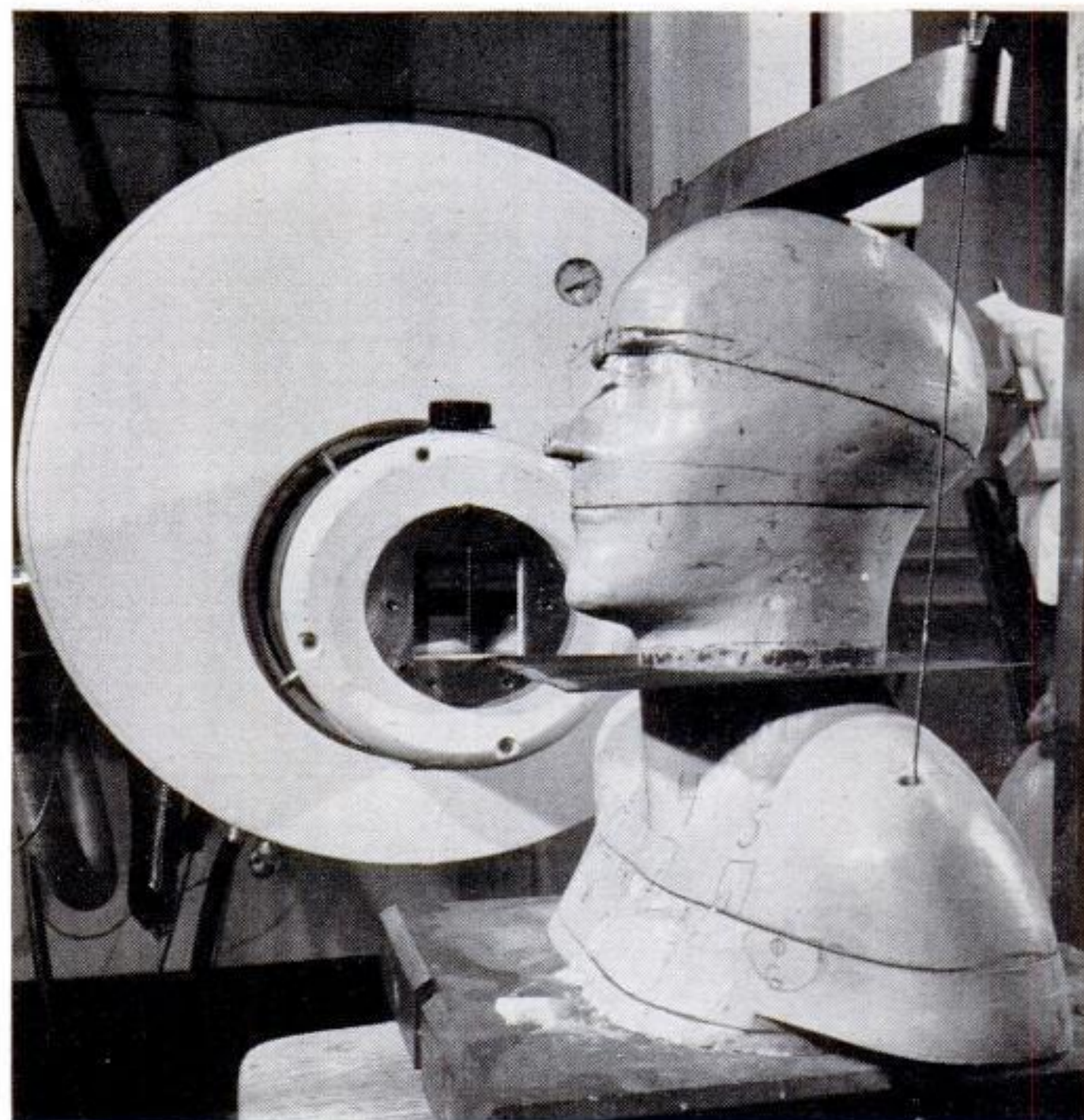
Prepare light syrup with 1 1/2 cups sugar, 1 cup water, few drops vanilla. Add pear and peach halves, pineapple sticks or chunks (fresh or frozen) and grapes. Simmer till tender. Cool. Serve with 1 tablespoon Hiram Walker's Apricot Brandy per portion.

HIRAM WALKER'S Fruit Flavored Brandy

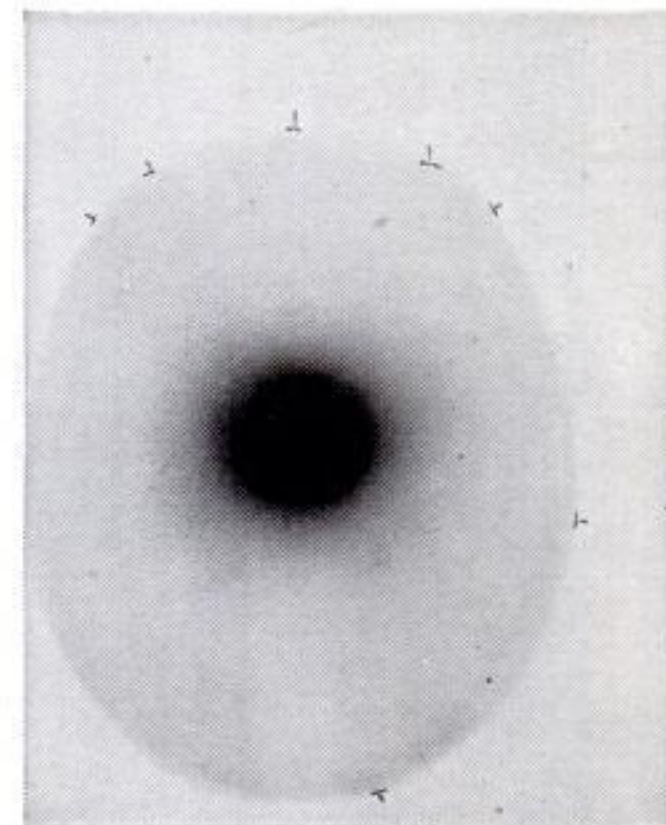
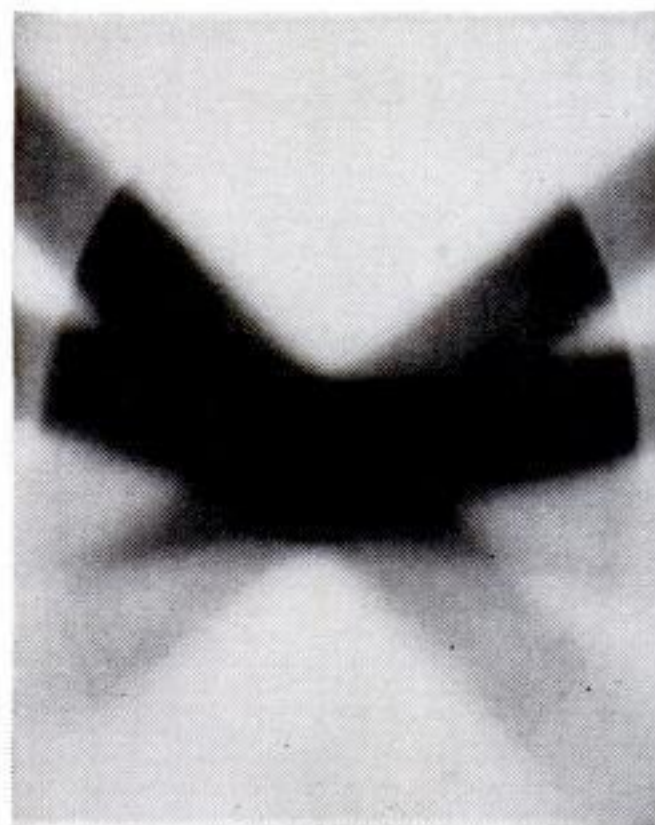


70 proof
 Hiram Walker & Sons Inc., Peoria, Ill.

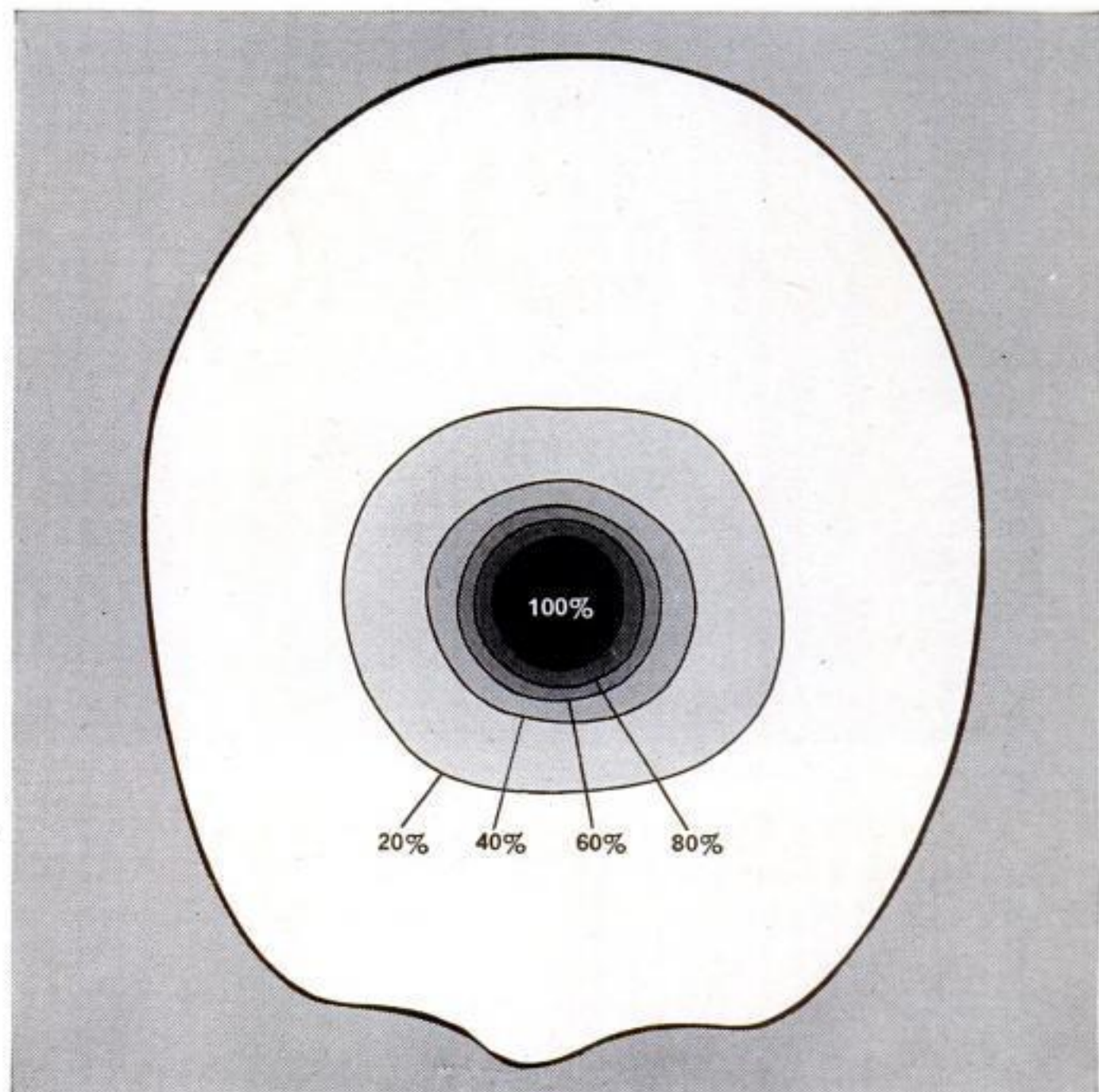
X-ray Barbecue CONTINUED



MODEL OF PATIENT, with film inserted at neck, sits in front of the X-ray tube. It was used to measure X-rays before cancer patients received treatment



X-RAY PATTERNS show different concentrations of rays in neck of model in two rotational techniques. In less desirable cross-fire method (left) revolving dummy was stopped in four positions, and X-rays formed wide paths. During steady rotation (right) rays concentrate on target, are weaker elsewhere.



X-RAY DOSAGE during rotation is weak at surface of the neck, builds up strength to 100% at cancer. Treatment can be used on other parts of body also.

CLOSER, CLEANER Shaves... in LESS TIME than Soap and Blade



Twice-as-wide shaving
surface shaves twice as
much beard in same time
... whiskers can't escape.

ENTIRELY NEW
SHAPE is smaller
in the hand...
easier to handle.

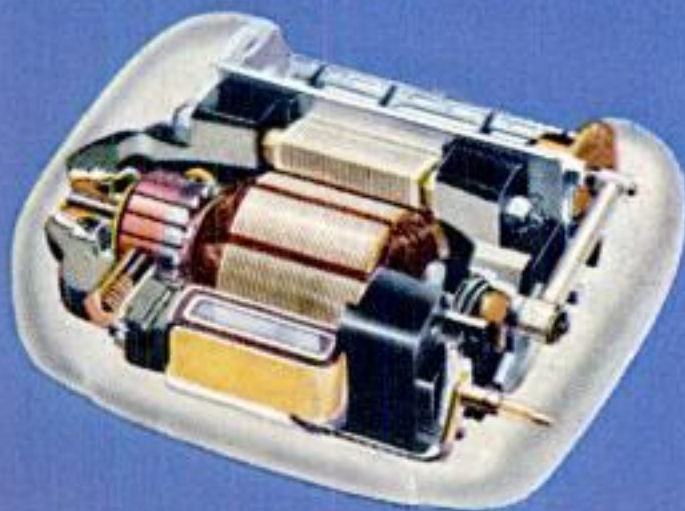
with

Sunbeam SHAVEMASTER

America's Fastest Selling Electric Shaver*

If you are one of those men who believes electric shaves take too long, and won't shave a beard like yours CLOSE enough — 3 minutes with the new Model "W" Sunbeam Shavemaster will change your mind. Try it and see for yourself. *No beard too tough—no skin too tender.* No matter what kind of beard you have — whiskers can't escape.

The ONLY electric shaver with
a powerful, armature-type,
self-starting REAL Motor



The holes that screen the Shavemaster's continuous-round head are closer together than the hairs on your face. Whether you have been blade-shaving for years, or are a young man just beginning—Shavemaster shaves closer, cleaner, more comfortably and in less time.

Shaves the neck clean, close—the new Twice-size SINGLE head has four special openings that pick up curly or longer hairs.

It is the enthusiasm of men who are already using the new Sunbeam Shavemaster that is behind the tremendous wave of Shavemaster popularity now sweeping the nation.

It takes the average man about 7 minutes** to lather and shave with a blade. That same man will get a better shave with the new Shavemaster in 3 minutes. Even if he's got the toughest, heaviest beard, plus a tender skin, he'll shave in LESS TIME than with soap and blade. In addition to saving time, Shavemaster shaves closer — more comfortably—no nicks or cuts, muss or fuss.

There's no 10-day "trial period" necessary — none of this much-talked-about "breaking in" with the new revolutionary Model "W" Sunbeam Shavemaster. Any man can find out in 3 or 4 minutes how the new Sunbeam can give a cleaner, closer shave in LESS TIME than with any other method. See it at your Sunbeam dealer's. Most dealers are prepared to let men try it right in their stores.

*When seven thousand dealers were asked which electric shaver was their best seller, more named the new Sunbeam Shavemaster than all other makes combined.

**This figure is based on surveys by two national magazines.

Why Shavemaster uses ONE
Twice-Size SINGLE Head
instead of a multiplicity of
small heads



NEW
MODEL W
Shavemaster
(1,750
openings)



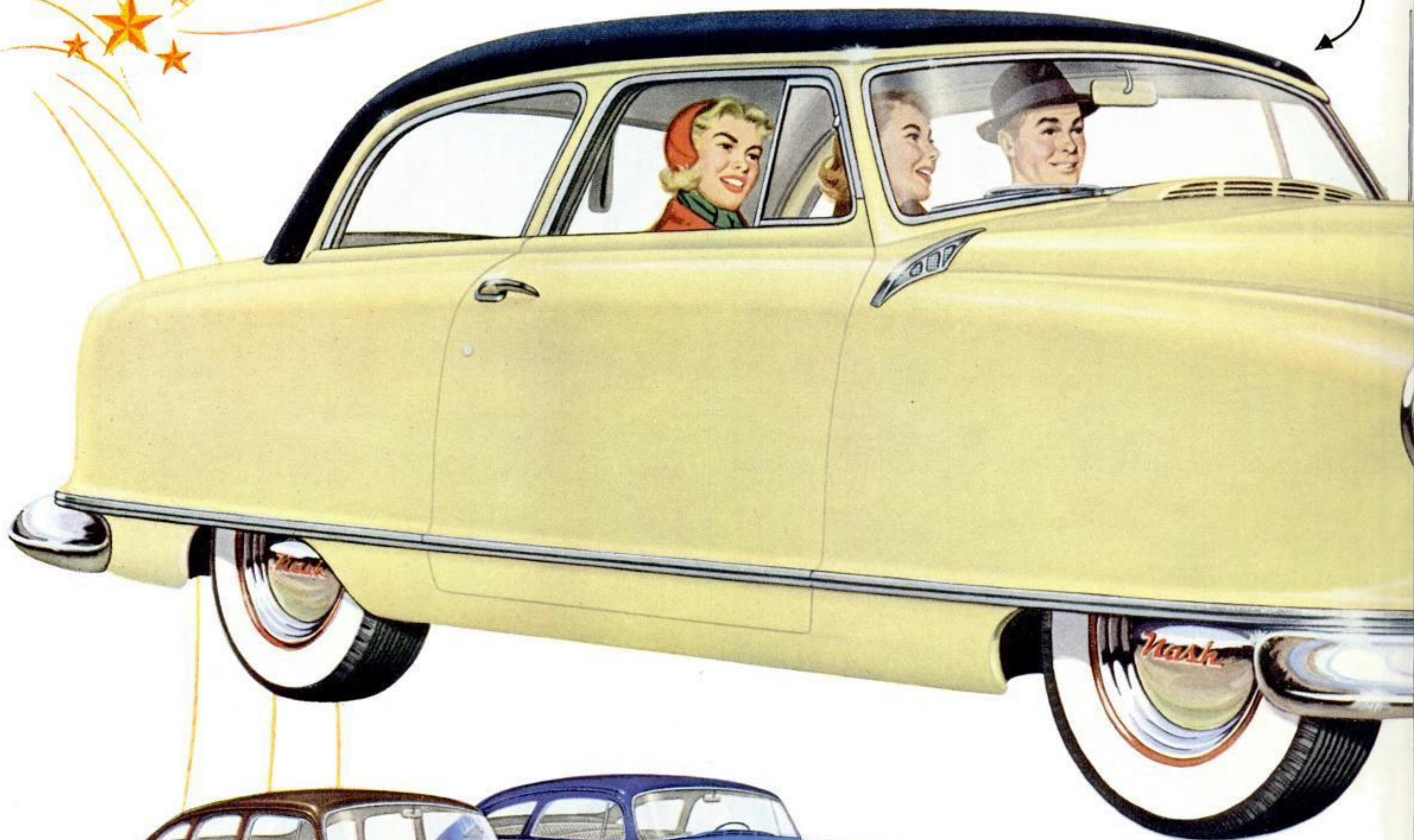
Multiple Heads
Sunbeam's bigger single head gives you over three times as many shaving actions per second as shavers with many smaller heads.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois • Toronto 9, Canada

SOMETHING ABSOLUTELY NEW



NOW—ALL THE THRILL OF THE OPEN CAR
WITH THE COMFORT AND SAFETY OF A SEDAN



THE AMBASSADOR

THE STATESMAN

White sidewall tires optional extras.

See All 3 Nash Airflytes—See also the beautiful new 1950 Statesman and Ambassador models. America's most modern cars feature: Airflyte Construction • New High-Compression power engines of outstanding economy • The aerodynamic efficiency of Airflyte design • Coil Springing on all Four Wheels • Weather Eye Conditioned Air System • Twin Beds • Airliner Reclining Seat • Sky-Lounge Safety Interiors—America's Greatest Automobile Values!

★ **Now It's Here—a completely New Kind of Automobile offering more in Beauty, Custom
Luxury, Economy and Ease of Handling than ever before! ★ New Low Price Includes
famous Weather Eye, Radio and other Custom Extras as Standard Equipment!**

*Nash Proudly Presents the Newest Member of the Airflyte Family
...the Amazing New Rambler Convertible Landau*

★ Today—at your Nash dealer's—you can see the new Rambler Custom Convertible Landau—most exciting automotive design development in a decade!

Look at its continental flair—its low, racing lines. Look at its compact size—not too big, not too small—just wonderful for today's traffic. That's all new to America, and it's all Nash.

★ Look once, and it's a weather-snug, steel-ribbed sedan. Look again—and at button push, you have all the fun of a smart, five-passenger convertible—with the safety of steel rails overhead.

That's all new and all Nash, too!

More good news—it's rattle-proof for years to come. Built the good way all Nash cars are built, with welded Airflyte Construction.

And What This Car Will Do!

Just touch the throttle. This jewel is packed with new High-Compression power. Takes you farther and faster on less gasoline than any 5-passenger car you've owned.

★ It handles like a dream, parks in a pocket, rides like a limousine.

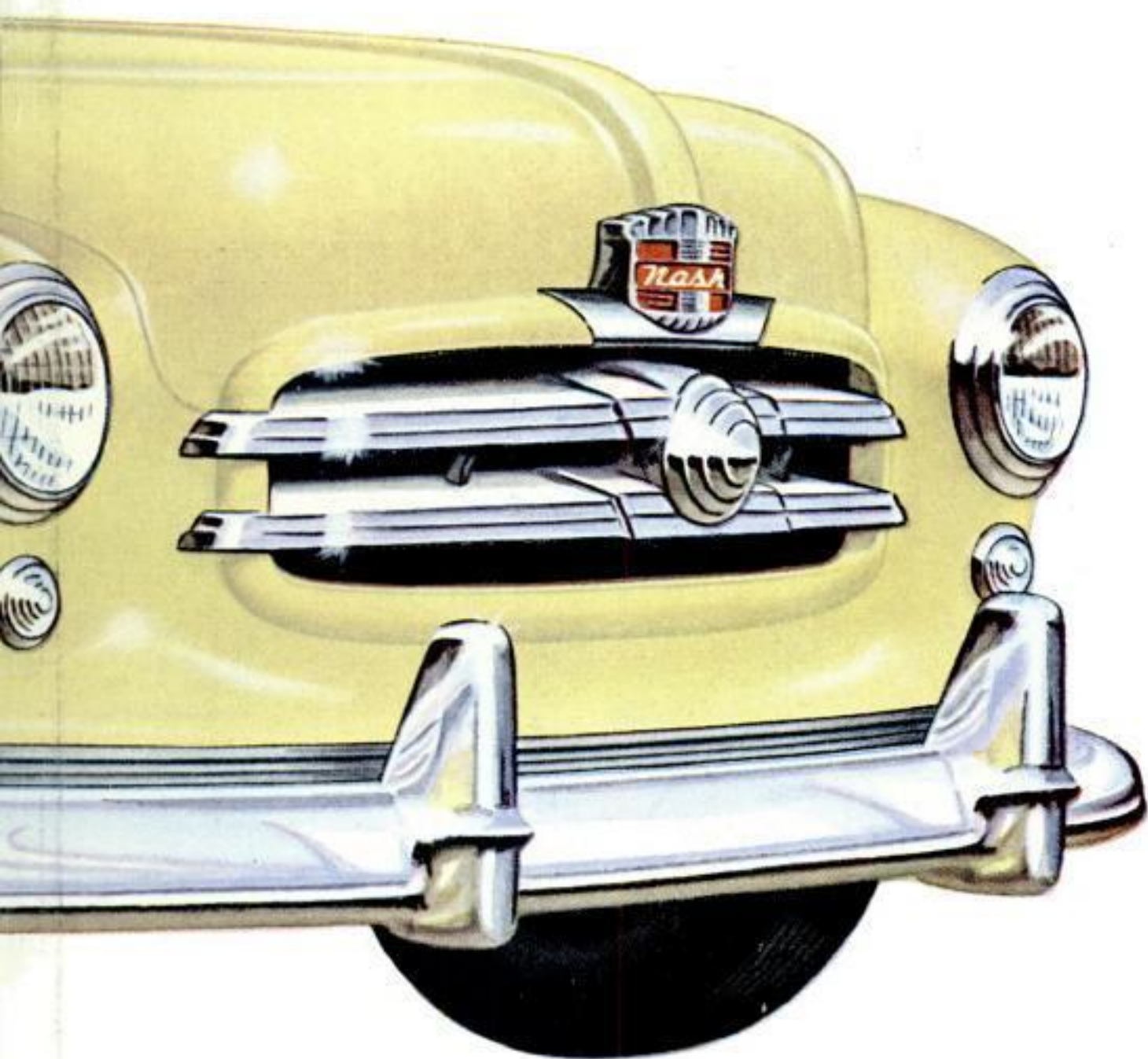
And you have yet to see a convertible so beautifully tailored and equipped—not at any price.

What is the price? Here's wonderful news!

★ The Nash Rambler Landau comes tailored to your individual order, from a choice of custom materials—*completely equipped* with the famous Nash Weather Eye Conditioned Air System, a built-in radio—dozens of deluxe appointments—

Yet the price complete is less than that of any other five-passenger convertible on the market today.

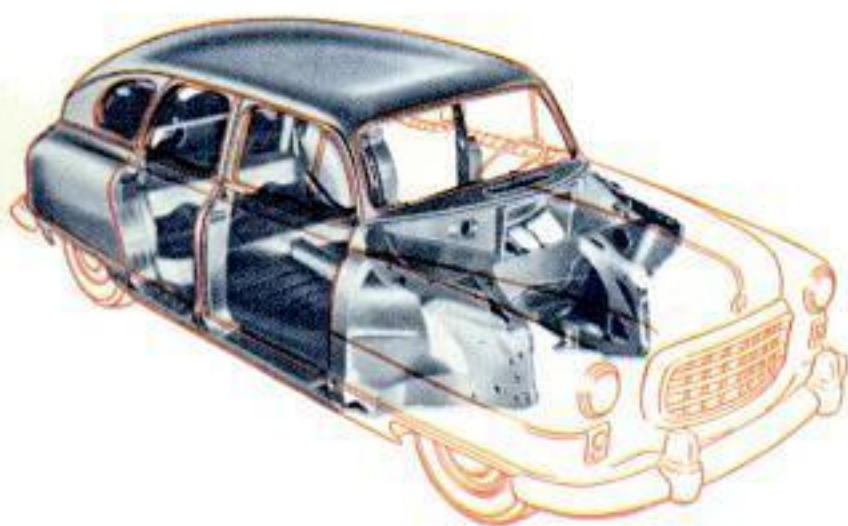
Words can't describe it. You've got to see this newest member of the Nash Airflyte family. Ask your Nash dealer for the keys to the newest thrill on wheels.



THERE'S MUCH OF TOMORROW IN ALL NASH DOES TODAY

NEWEST MEMBER OF THE

Nash FAMILY



Nash Airflyte Construction.

The entire frame and body are welded as a single rigid unit, squeak-free, rattle-proof. Twice as rigid, it is safer, makes possible new economy, a softer, smoother ride—adds to resale value. ... And now the Nash Rambler gives you all this extra strength and safety in a convertible landau!

Airflyte

THE AMBASSADOR
Available with Hydra-Matic Drive

THE STATESMAN
THE RAMBLER

Great Cars Since 1902

Nash Motors, Division Nash-Kelvinator Corp., Detroit, Mich.



Mind if we get a little gabby about Gabanaro?

SORRY—we just can't help it! Nor can the millions of men who've discovered these WONDERFUL, WASHABLE Gabanaro Sports Shirts!

Here is the *finest* of gabardines, superbly tailored. A gabardine which feels soft, luxurious—yet which is

rugged, brother, *rugged*! What's more, these good-lookers are color-fast, and WASHABLE.

See Arrow Gabanaro Sports Shirts, in their 18 stunning colors, at your nearest Arrow dealer's! \$5.95. Look for the ARROW trade-mark.



ARROW Gabanaro

Sports Shirts

Cluett, Peabody & Co., Inc.



SIDNEY BLACKMER, as patient husband on drunken rampage, looks as if he had been through the wringer.

BROADWAY'S BEST DRAMATIC ACTORS

Roles in "Come Back, Little Sheba"
win prizes for Booth and Blackmer

Last Sunday night the two Broadway stars shown here won the annual Antoinette Perry awards for being the season's most distinguished dramatic actress and actor. By coincidence both winners, Shirley Booth and Sidney Blackmer, are in the same play, *Come Back, Little Sheba* by William Inge, a moving but uneven drama which they have turned into a showcase for virtuoso teamwork.

Booth creates a painful portrait of a sloppy, goodhearted woman named Lola who shuffles around in bedroom slippers, devouring soap operas and chocolates, mourning her lost puppy, Sheba. Blackmer acts her unhappy husband, Doc Delaney, who had to give up medical school and become a chiropractor in order to support Lola. Childless, Doc and Lola cling together with desperate patience broken only by Doc's binges. Blackmer's big display of stage pyrotechnics comes in a drunk scene, when he pours out the bile of his resentment, calls Lola a fat slut, attacks her with a hatchet (right). The actor lurches around the stage with such vehemence that he has already broken two ribs, sprained an ankle and drenched himself in blood one night when he cut his hand on a dish.



SHIRLEY BOOTH as the wife combines a fatuous good nature with a touching loyalty to her husband.



ATTACKING WIFE with a hatchet, Doc Delaney in a drunken frenzy threatens to "hack off all that fat."

Doc's fury flared up when he heard her phoning friends in Alcoholics Anonymous to come over and protect her.

QUAKER STATE MOTOR OIL

**"Finest
Spring tonic"
for your car!**

Engines run *cooler* and *smoother* in warm weather with heat-resistant Quaker State Motor Oil in the crankcase.

Even at highest driving temperatures, Quaker State cushions and helps cool all friction surfaces and keeps its tough, protective "body" without excessive thinning.

Made from 100% pure Pennsylvania grade crude oil, and refined by the most advanced methods, Quaker State is, we believe, the finest motor oil in the world.

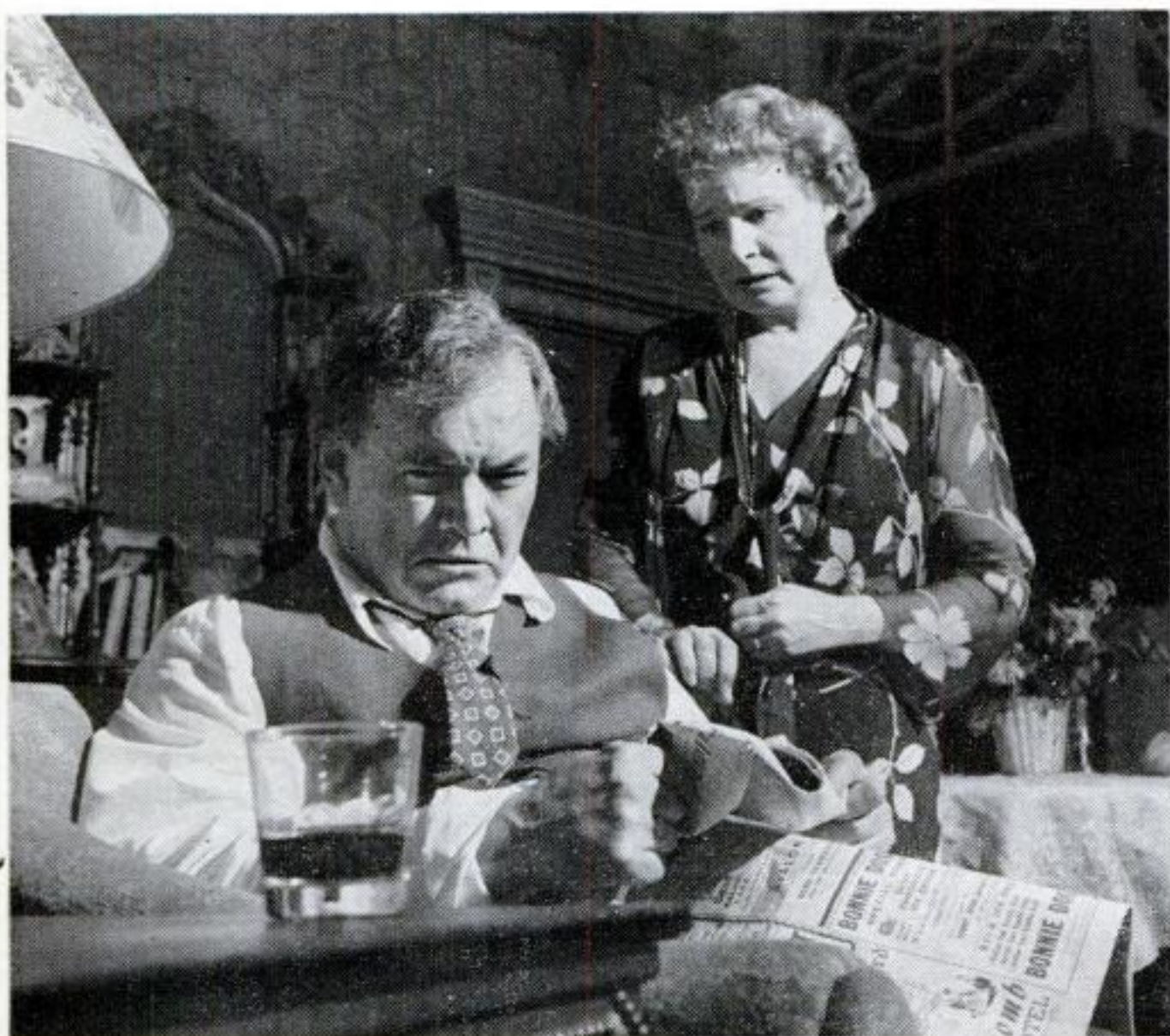
So, when you change oil this Spring, make it a change for the better—with Quaker State.

40¢ per U. S. Quart, including Federal Lubricating Oil Tax

BLACKMER DISPLAYS MUTED RAGE



IMPOTENT FURY is displayed by Doc as he sees pretty girl boarder kissing a college athlete in his parlor, which reminds Doc of his own repressed desires and drab married life. For most of the drama Blackmer underplays his part.



SMOLDERING RAGE begins to boil over in Doc Delaney when he comes home after an all-night drunk and his wife gently starts to question him. From this point on Blackmer shoots the works as a drunkard gone berserk (p. 93).

CONTINUED ON NEXT PAGE

CAVALCADE OF SPORTS

... "Lefty" Joe Page



YOUNG JOE STARTED LIFE AS A COAL MINER IN CHESWICK, PA., PLAYING SEMI-PRO BASEBALL IN HIS SPARE TIME TO HELP SUPPORT THE BIG PAGE FAMILY!



THE FAMOUS "FIREMAN" HAS HAD PLENTY OF UPS AND DOWNS. ON MAY 26, 1947, HE WAS ONE PITCH* AWAY FROM THE MINORS!

* Red Sox vs Yankees... 3rd inning... none out... bases loaded. Page is on the mound with three balls on the batter. He knows if his man reaches first it's back to Newark for him. He strikes out the batter and retires the side!



ONE OF THE GAME'S GREATEST RELIEF HURLERS, JOE IS GIVEN CREDIT BY MANY FOR THE YANKEES' PENNANT WINS OF 1947 AND 1949. HIS SENSATIONAL CLUTCH PITCHING IN BOTH WORLD SERIES STOPPED THE DODGERS COLD!

SHAVING BARGAIN WITHOUT EQUAL!

Gillette
SUPER-SPEED RAZOR

With 10-Blade Dispenser in

NEW
STYRENE
TRAVEL
CASE

\$1.00
\$1.75 Value



SHAVING'S A BREEZE...FASTER AND SLICKER THAN EVER BEFORE...WITH THE NEW GILLETTE SUPER-SPEED RAZOR. YOU CHANGE BLADES INSTANTLY, ENJOY REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY. THESE THREE IMPORTANT ADVANTAGES ARE ESSENTIAL TO MODERN SHAVING EASE AND CONVENIENCE. ASK FOR THE NEW GILLETTE SUPER-SPEED RAZOR.

MY GILLETTE SUPER-SPEED RAZOR HAS GIVEN ME A WORLD OF SHAVING COMFORT. IT'S BY FAR THE GREATEST RAZOR... AND THE HANDIEST...I'VE EVER OWNED!



Enjoy

GILLETTE'S FRIDAY NIGHT BOXING SHOWS BY RADIO OVER THE ABC NETWORK...BY TELEVISION OVER NBC'S INTERCONNECTED NETWORK



In most everybody's car, Mister, this time of year
And it can cost you an expensive overhaul. You need
a new **Purolator Refill** for your oil filter—quick!

● When your car was built, the maker put an oil filter in it to do a job that *must* be done . . . to keep your oil free from the muck you see above—muck loaded with sandy road dirt, grit and other engine-wrecking abrasives.

Naturally, in keeping your oil clean, your oil filter gets choked-up itself. So, if your engine is to run as well, last as long, cost as little for repairs as you'd like, you must start fresh with a new refill—a Purolator Micronic* Refill—when you change over to your new oil this Spring: \$1.38 to \$3, depending on make of car; inserted in a few minutes.

P. S. If your car hasn't an oil filter, a *complete* Purolator . . . housing and refill . . . costs only \$6.50 or a bit more, again depending on make of car. Purolator Products, Inc., Rahway, N. J. and Toronto, Ontario, Canada.



*Reg. U. S. Pat. Off.

Best Actors CONTINUED

BOOTH ACTS LONELY BUT CHIRPY



WINSOMELY Lola lures postman (Daniel Reed) into her house by offering him glass of water. All she wants is to dispel her loneliness, put off housework.



ADMIRINGLY she feels the muscles of the handsome milkman (John Randolph). A physical culture addict, he is delighted to flex his biceps for Lola.



COYLY Lola dances a rumba for her bored husband who has just come home from work, wants to read his paper and listen to soothing radio music.



First

by every measure of leadership!

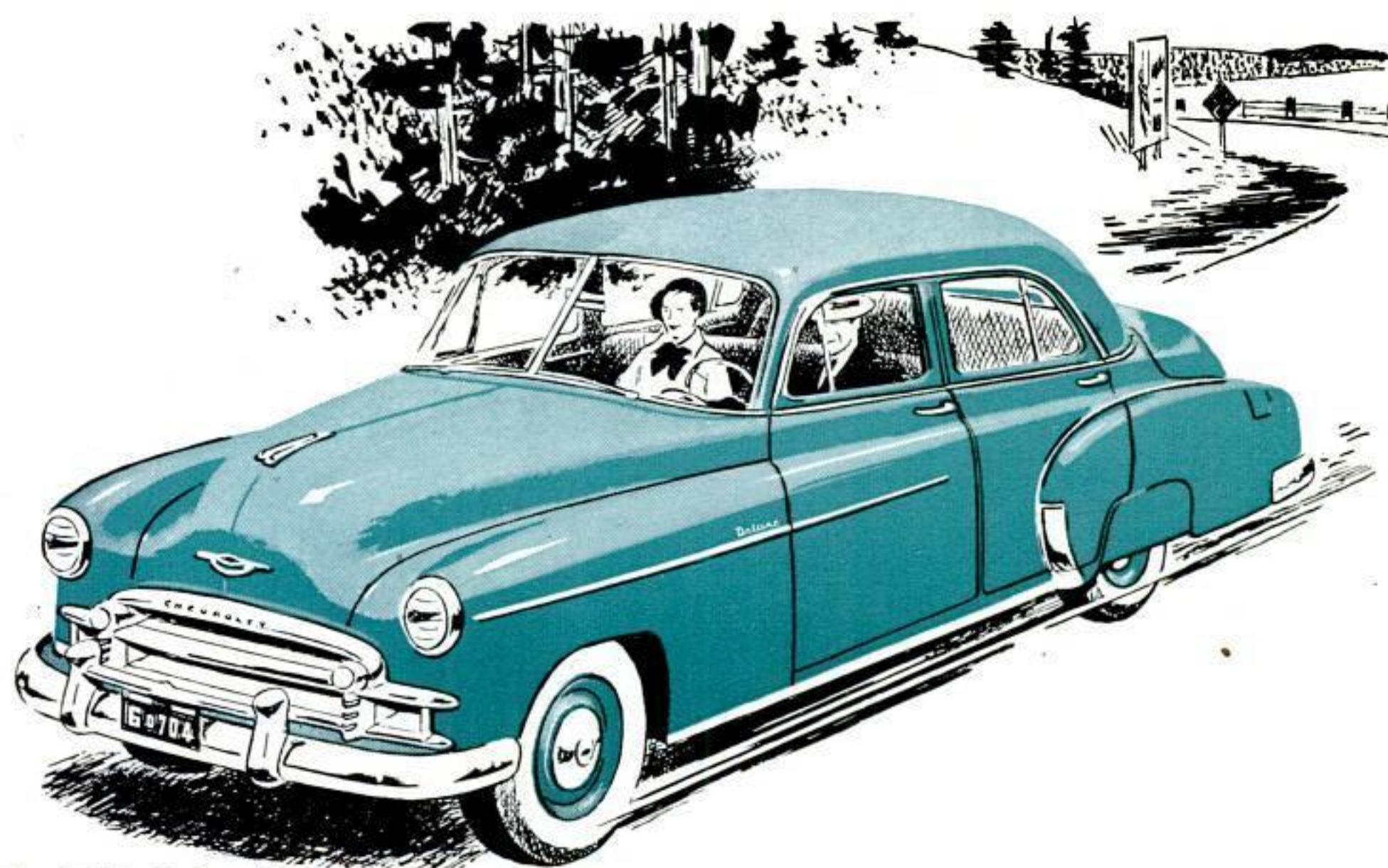
Look at the new 1950 Chevrolet from the standpoint of beauty—of comfort—of driving and riding ease—of performance with economy. Or look at it from the standpoint of the *nationwide popularity* which confirms its superiority in all of these qualities. And you'll find that this magnificent new car is first by every measure of leadership! It brings motor car buyers *more for their money*; and motor car buyers bring Chevrolet *more orders and repeat orders* than they give to any other automobile in the industry!



and finest

by every measure of value!

Just think of the many fine-car advantages you get in Chevrolet that you can't possibly get in any other low-priced car! Your choice of *finest automatic drive* with new Powerglide Automatic Transmission combined with new 105-h.p. Valve-in-Head Engine* . . . or *finest standard drive* with the famous Silent Synchro-Mesh Transmission combined with improved 92-h.p. Valve-in-Head Engine! Center-Point Steering and Unitized Knee-Action Ride for maximum steering-ease and riding-smoothness! Curved Windshield with Panoramic Visibility, and Proved Certi-Safe Hydraulic Brakes, for outstanding safety-protection for you and your family!



The Styleline De Luxe 4-Door Sedan



at lowest cost!

by every measure of economy!

But you'll find the *real beauty* of this most beautiful buy of all—this car that's *first and finest at lowest cost*—is that it brings you so many advantages of highest-priced cars at substantial savings in every phase of ownership. It's the *lowest-priced* line of automobiles in the entire low-price field. And its surprisingly low cost of operation and upkeep will delight you, day after day, week after week, year after year!

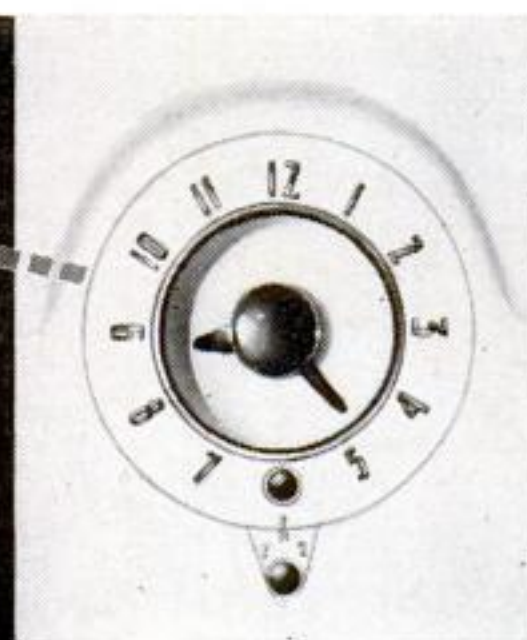
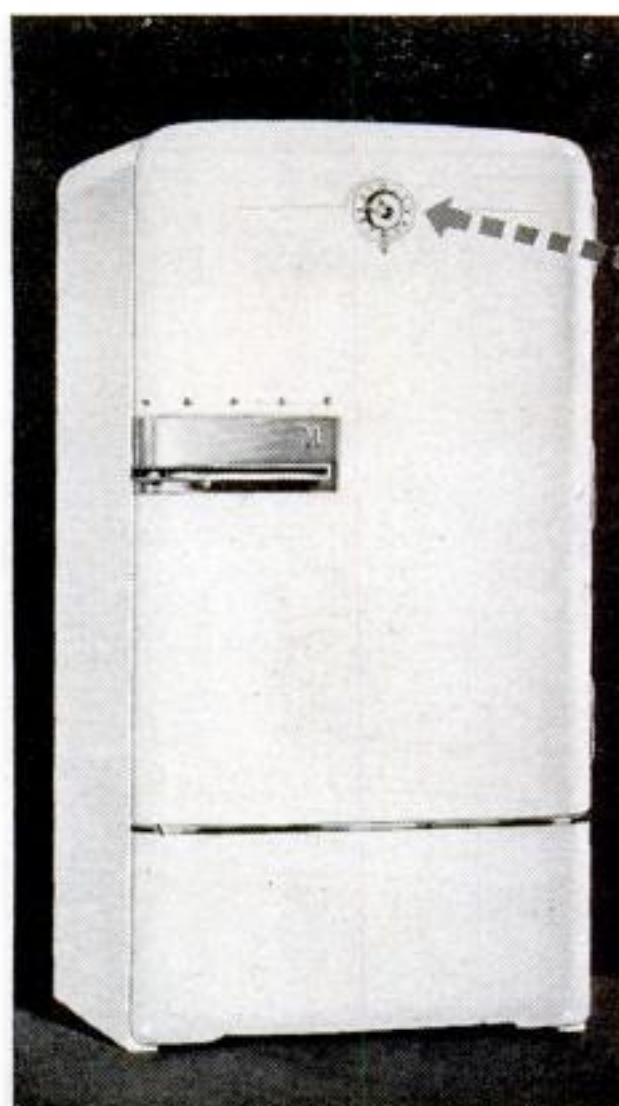
*Combination of Powerglide Automatic Transmission and 105-h.p. Valve-in-Head engine optional on De Luxe models at extra cost.



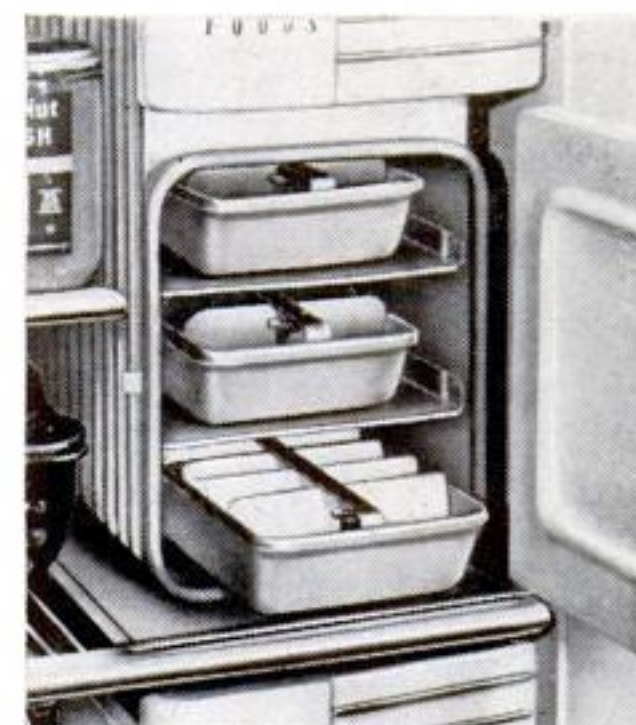
AMERICA'S BEST SELLER...AMERICA'S BEST BUY

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

WHAT A SLOPPY JOB!



YOU'LL NEVER DEFROST AGAIN. No more the mess or bother of defrosting. This electric clock on the new Norge Golden '50 Refrigerator is the automatic brain of its Self-D-Froster System. Your Norge defrosts itself late each night while you're sleeping.



YOU SAVE MONEY, time and work with the Norge Self-D-Froster. Wasteful ice never forms on the outside of the freezing compartment, nor frost on the ice trays. You leave food in the refrigerator—your Norge keeps it safely chilled during defrosting. Frozen foods, ice cubes stay frozen.

ONLY NORGE SOLVES

**The New NORGE Golden '50 Refrigerator
With Exclusive SELF-D-FROSTER System
Defrosts While You Sleep!**

Just imagine! All the mess and bother of defrosting gone forever! The new Norge does the job itself. You'll never defrost again! The Norge Self-D-Froster saves you work, time, and money...is the only defroster system that defrosts automatically...without fail...every 24 hours. The

Self-D-Froster System is only one of the many wonderful features packed into the sleek beauty of the Norge Golden '50. See this new Norge with the gold-colored metal trim at your local dealer's today. You won't be content 'til you own one... and it costs much less than you'd imagine.

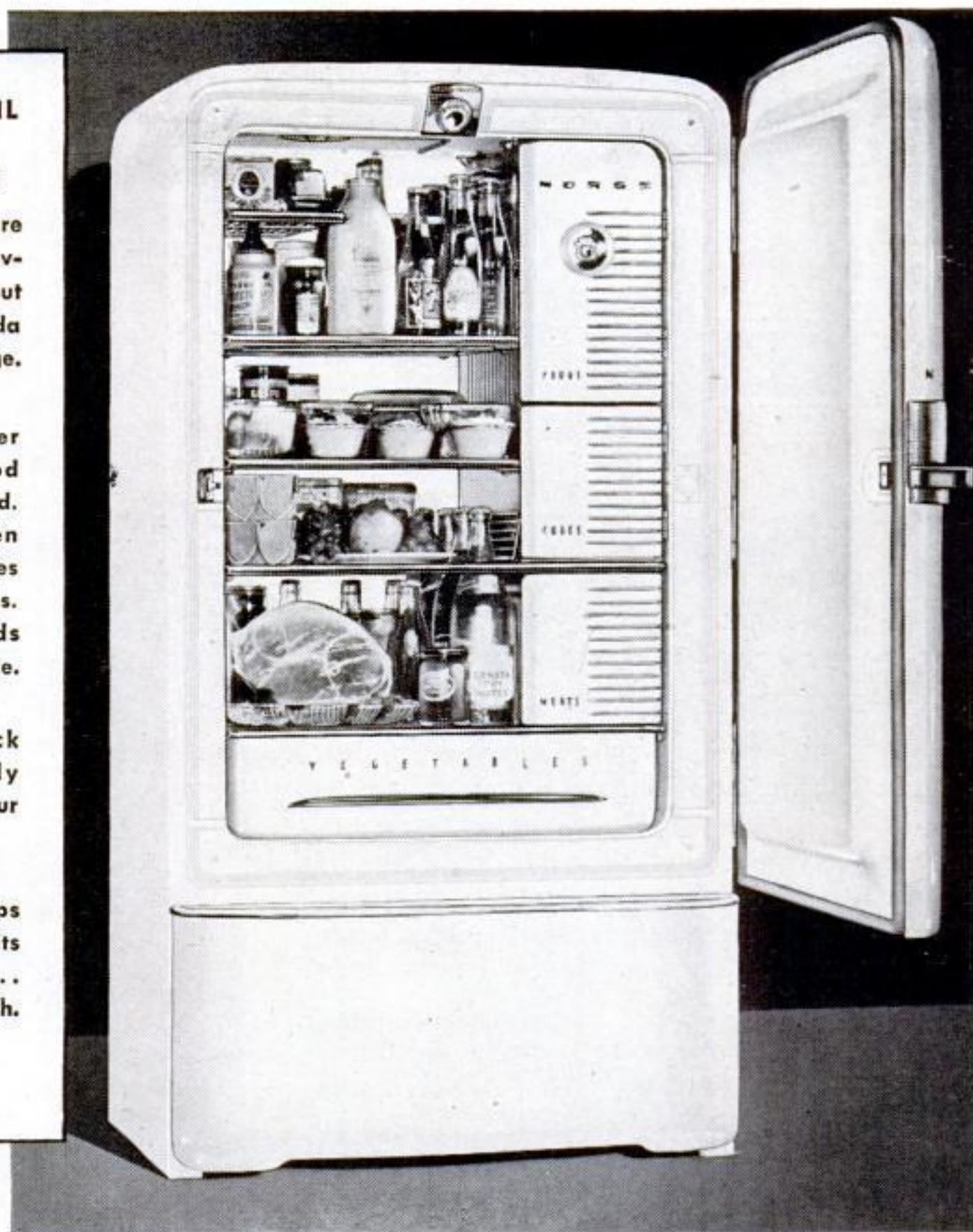
HOMEMAKERS HAIL THESE UNUSUAL NORGE FEATURES

You get up to 20 square feet of convenient, movable shelves. You can put a whole case of tall soda bottles in your new Norge.

Safety-sealed freezer chests keep out food odors, seal in the cold. Upper chest for frozen foods; lower for ice cubes and frozen desserts. Chests hold 35 pounds of frozen food storage.

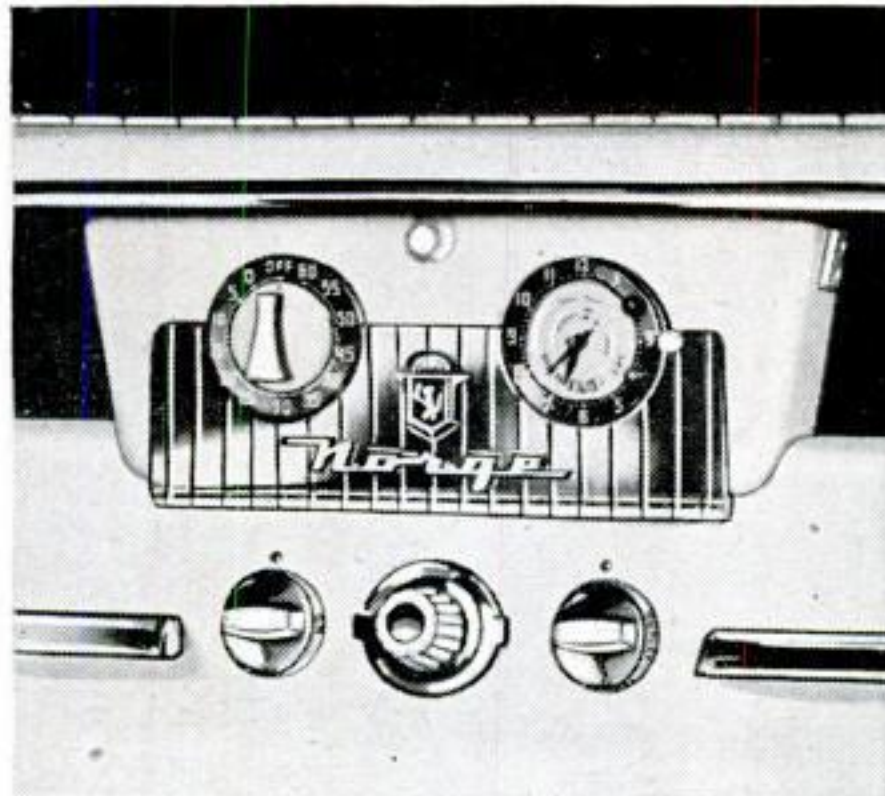
Extra-large Coldpack keeps meats safely chilled...even while your Norge is defrosting.

Crisper drawer keeps nearly a bushel of fruits and vegetables moist... crisp...and garden-fresh.





4 PERFECT LAYERS, all baked at the same time! That's the result you get with the new Norge Electric Range. No more layers that won't match, uneven browning... the baking failures homemakers have put up with so long. For the Norge Blended-Heat Oven gives you uniform heat, so each layer comes out an even, golden brown.



FULLY AUTOMATIC. Set the controls—your Norge takes over... cooks a delicious meal, then turns itself off... all right on schedule. Norge surface burners contain double elements which provide instant heat—high or low—and the Saftee Switch is placed out of reach of children's hands. Consequently, heat can't be turned on accidentally.

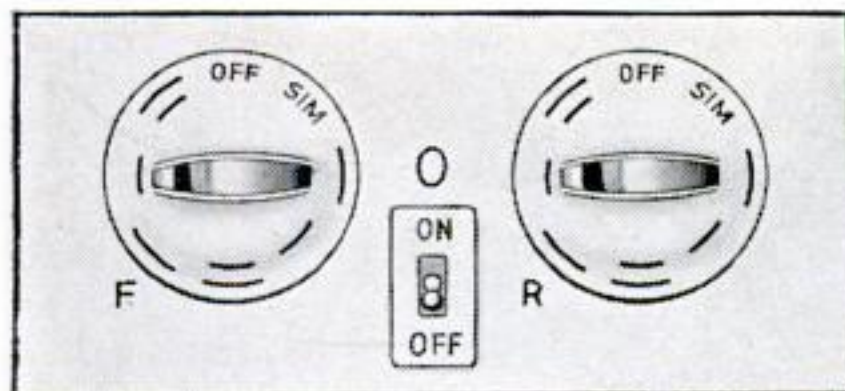
BOTH PROBLEMS!

**The New NORGE Electric Range With
BLENDED-HEAT OVEN
Makes You a Baking Expert!**

You banish baking failures once and for all with the new Norge Electric Range. Blended Heat is the answer! Two heating elements, top and bottom, blend their heat to make one perfect cooking temperature. Place your foods at front and back, high and low, in every corner... the same

even temperature cooks them to perfection. You need never open the oven door until the cooking is done. Big crystal-clear picture window lets you look inside!

And this is only one wonderful feature of the new fully automatic Norge Electric Range. See it at your dealer's today. You'll agree that it's "America's Best Cook."



EXCLUSIVE NORGE TELE-SWITCHES tell you just how much heat is on—are as easy to read as a calendar.

They're placed right in front of the burner, so there's no reaching across hot surface units to turn them on.

And note their smooth design, eliminating dirt-catching lines and grooves. Only the Norge Electric Range brings you the Tele-Switch—"so perfect because so simple"!

See the Tele-Switch—the Warming Drawer that keeps plates, rolls, vegetables hot while waiting—and Norge's other wonderful features. At your Norge dealer's now.

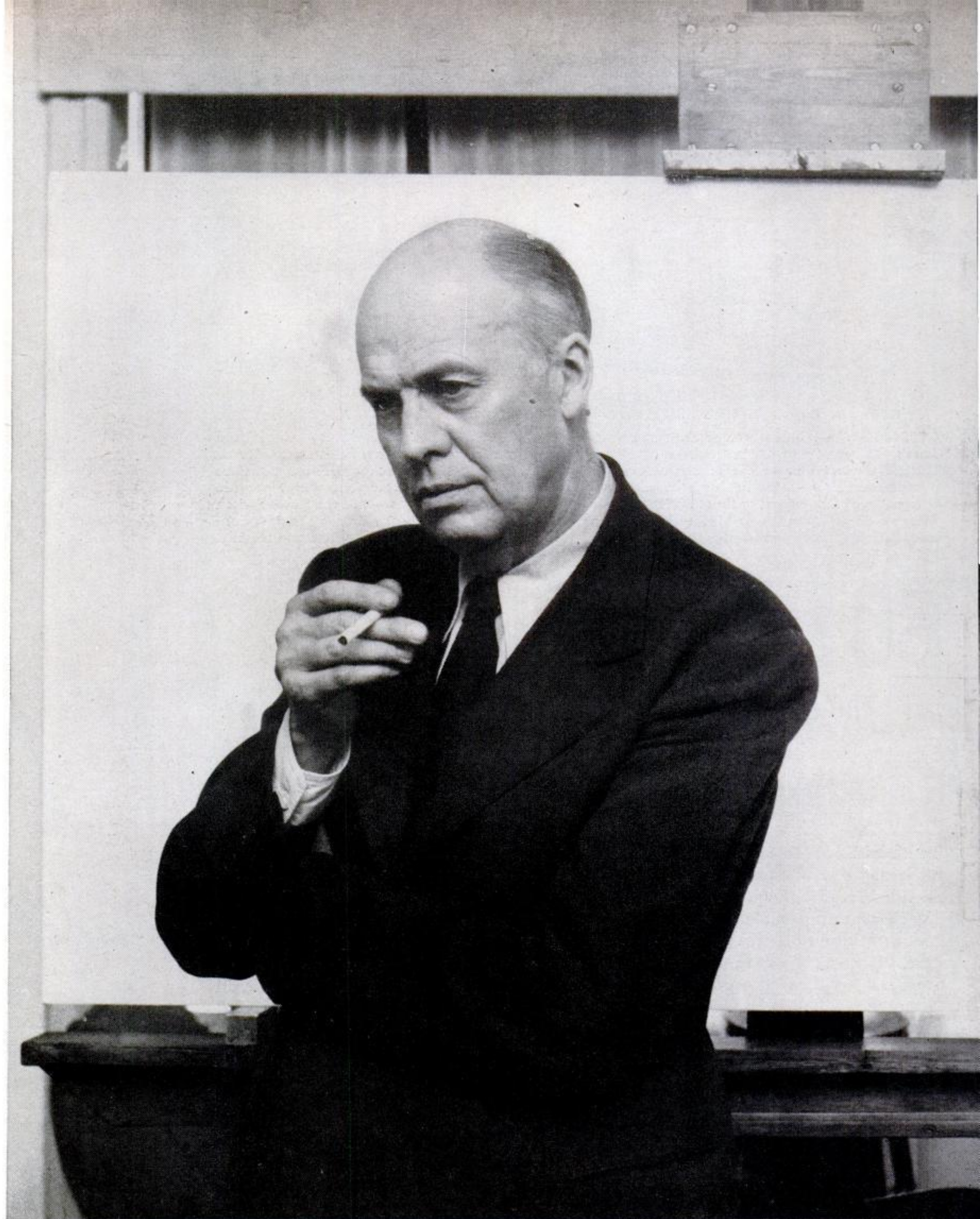


**SEE
NORGE
BEFORE YOU BUY**

**SEE THE FEATURES OF
AMERICA'S FINEST HOME APPLIANCES**

HEARTBREAK FOR ANY WOMAN!





THE ARTIST, a big (6 feet 5 inches), lumbering man, stands in his studio before unpainted canvas resting on his easel, which he, unlike other painters, keeps spotless.

© ARNOLD NEWMAN

Edward Hopper

FAMOUS AMERICAN REALIST HAS RETROSPECTIVE SHOW

In the frank and quietly brooding face of Edward Hopper (*above*) lie many of the qualities of Hopper's paintings of America. Straightforward, imbued with unsentimental loneliness, Hopper's scenes of cities and the shore have established him as a major American artist of the century. This winter the Whitney Museum in New York held a retrospective exhibit of his life's work. Last week the show began a tour by reopening at the Boston Museum of Fine Arts.

Hopper, who was born in Nyack, N.Y., came to New York City in 1899, when he was 17, to study art. There, with other young painters like George Bellows and Guy Pène du Bois, he was exposed to the bold realism of Robert Henri, the leader of the Ashcan School. Henri helped to mold Hopper, who, unaffected by the modern

movement, continued a realist. For a long time Hopper's work, which was described as offensively hard, pleased almost no one. After 17 years he had sold only two pictures and this so discouraged him that for a while he buried himself in commercial art. In 1927 a large one-man show finally won him recognition.

Today Hopper's canvases, which bring from \$1,500 to \$5,000 apiece, hang in 55 American museums and private collections. But Hopper himself is unchanged. A man of simple and secluded habits, he spends his summers in a cottage at Cape Cod, lives in New York in the same neat and plainly furnished apartment he occupied 18 years ago. Now 67, he works slowly, painting no more than three pictures a year as he doggedly pursues the distinctive and compelling beauty of his realism.

CORNER SALOON, on the west side of New York, was painted in 1913 when Hopper, then 30, was virtually unknown. Rigid lines of building and street are early signs of Hopper's mature style, shown in his recent austere painting below.



SEVEN A.M., painted in 1948, is a composite of many old village store fronts which Hopper has seen near his summer home on Cape Cod. Contrasts of brilliant light and deep shadows catch the solitary feeling of the early morning.





MANHATTAN BRIDGE LOOP, 1928, shows an approach to the bridge which spans New York's lower East River. Girder frames, rising from massive blocks of



OFFICE AT NIGHT, 1940, is, to Hopper, one of the most dreary aspects of city life. Here a harried businessman and his secretary work late under a bleak light.

CHOP SUEY (*below*), 1929, is a scene in a Chinese cafe where Hopper liked to eat. Model for figures in foreground was his wife, whose fur coat hangs on wall.





AGENT'S BREAD AND BUTTER surrounds Feldman (standing) in his Beverly Hills home. These eight movie figures get a total of about \$1.2 million per movie and Feldman's cut is a healthy \$120,000. In back

row (left to right) are Actors Charles Boyer and Clifton Webb, Directors Preston Sturges and Jean Negulesco, Actor Kirk Douglas, Producer Howard Hawks; front, Director George Stevens, Actor Louis Jourdan.

Packages of Stars

Agent Charles Feldman gambles on bundles of actors, directors, scripts

by ERNEST HAVEMANN

AS anyone can tell by counting the Cadillacs on a warm afternoon or the minks on a cool evening, there are a lot of ways of making money in Hollywood. The town creates nice profits for the owners of automobile agencies, fur shops, restaurants, orange groves, oil fields, acting talent, writing ability, pretty legs and sometimes even movie studios. Many Hollywood people, however, believe that Charles Kenneth Feldman, a suave and personable man in his mid-40s, has found the best and surest thing of all to own. Feldman, a highly successful member of that peculiar profession known as Hollywood agent, owns the agent's 10% "piece" of around 250 producers, directors, actors, actresses, writers, cameramen and music conductors. When these people work—which is usually, Feldman being as efficient as he is—they earn anywhere from a couple of hundred a week for the neophytes to \$10,000 or \$20,000 a week for the bigtimers. All in all during an average year they earn at

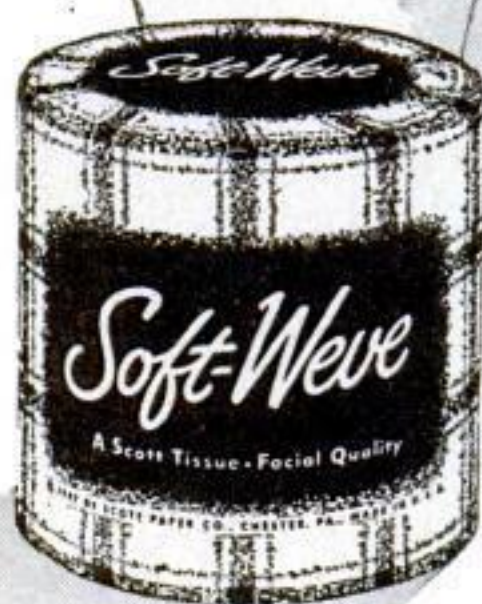
least \$10 million, which means that the Feldman agency's cut runs to \$1 million or more. Even after splitting with his partners and paying the people who help run the agency, Feldman racks up, according to the best Hollywood estimate, about \$300,000 a year. This money is subject to the usual attritions of the fabulous movie incomes, notably taxes and alimony to an ex-wife, but nevertheless Charlie Feldman does all right by himself.

What makes Feldman unique in Hollywood is not the money but what he does with it. To outward appearances he is an extremely conservative man, soft-spoken, self-effacing and given to dark suits and quiet ties. Actually he has always had the soul of a check-vested gambler, sometimes in the good sense and sometimes in the bad. To an increasing extent he has been gambling recently in a way that Hollywood sorely needs—on his ability to pick good and unusual movie stories, cast them, find the right directors and sometimes even finance and produce them. Right now,



Such gentle
softness—yet
so firm too!

Yes, here is the tissue with two big advantages—real cleansing-tissue softness plus the firm quality a practical toilet tissue should have. Of course, you'd know the Scott people made it!



It's softer... stronger, too!
— It's Double

"Soft-Weave" "Scotties" "soft as old linen" Reg. U. S. Pat. Off.



Scotties*
are softies!

*another tissue by **Scott** that's "soft as old linen"



IN ITALY for filming of *Prince of Foxes*, Feldman visits Tower of Pisa with (left to right) Mrs. Zanuck, Darryl Zanuck, Elsa Maxwell and Susan Zanuck.

HOLLYWOOD AGENT CONTINUED

for example, he has about a million dollars tied up in a gamble on Tennessee Williams, the brilliant but moody and tenuous young playwright whom Hollywood has always considered sure poison. Feldman paid \$150,000 for the screen rights to Williams' *The Glass Menagerie*, which nobody else in Hollywood wanted at the time, and arranged \$500,000 worth of the financing under which it is now being produced in partnership with the Warner Brothers studio. He also paid \$350,000 for Williams' *A Streetcar Named Desire*, a play which won a Pulitzer prize but is so rife with prostitution, rape and insanity that nobody else in Hollywood believes that it can ever be made into a movie without eliminating both the streetcar and the desire, not to mention the plot, the dialog and all the chief characters. Feldman still thinks that a Pulitzer prize play and author should be successful on the screen—or at least should be given a chance—and is remarkably calm about his investment. The fact that he is the only man at the race track who thinks his long shot can win does not seem to bother him at all. This kind of gambling spirit has turned Feldman into a real freewheeling free-enterpriser in a business which has become more and more conservative. It therefore makes him a man to reckon with in Hollywood. He is either going to create some fine movies and make a lot of money, or he is going to be the brokest \$300,000-a-year man who ever lived.

It involved a considerable risk for Feldman to become an agent in the first place. He started life as one of a family of six children and was orphaned when he was 6 years old. By dint of personal charm and ambition, he acquired foster parents and a law degree from the University of Southern California, the latter earned by working as a mail carrier and movie studio cameraman. In 1931, when he was not yet 30, he was making a name for himself as a Hollywood attorney and appeared to have a good safe future. When he decided that year to take down his shingle and get into the jungle world of the agents, his friends were horrified and one of them told him, "Charlie, you sweated five years for that law degree. Now you want to give it up for a business where you don't even have to know how to read!"

CONTINUED ON PAGE 110



Your portrait is a Cherished Possession

Those dear to you know it's a marvelous gift . . . so wonderful to have
 . . . especially when it is made by *Your Professional Photographer*

No gift is more intimate than your portrait . . . and no one can give your wife your photograph, except you.

Best of all, you *know* it will be one of the most cherished possessions of those close and dear to you.

Then why put it off a moment longer? Days, months, years, all roll by too quickly . . . and before we know it that

"promised" picture never happens. So let your *professional* photographer—one who has artistry and skill at his command—capture your likeness in a handsome photographic portrait of yourself, *today*.*

**Remember, Mother's Day, May 14th, is right around the corner!*

Ansco, Binghamton, New York. A Division of General Aniline & Film Corp. "From Research to Reality"



"I hate to do this, Pal. But everyone else is protecting his travel cash with American Express Travelers Cheques."

Smart travelers always protect their cash against loss or theft by carrying American Express Travelers Cheques. They know that if anything happens to these cheques they will get a quick refund. And American Express Travelers Cheques are spendable *anywhere* because they are the most widely known and accepted cheques in the world.

Your BANK has American Express Travelers Cheques. Also available at Western Union and Railway Express offices. Ask for them by name. Only 75¢ per \$100 . . . 40¢ for \$50 or less.

CONVENIENT AS CASH—100% SAFE!

**AMERICAN EXPRESS
TRAVELERS CHEQUES**

MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!

Take it from
Admiral Byrd

Byrd Cloth* can take it! Fortified against rub and scrub with 300 two-ply threads to every square inch...it makes the collar of your Nelson-Paige Shirt so durable that we GUARANTEE it to OUTWEAR the shirt. Yet it's soft, lightweight, comfortable! Invest now in handsomely tailored Nelson-Paige long-life white broadcloth shirts with the...

**GUARANTEED
BYRD CLOTH
COLLAR**

that outwears the shirt

Exclusive with
Nelson-Paige
CREATIVE SHIRTMAKER

\$3.65 each

*Byrd Cloth made only by Reeves

If not at your dealer, write Mylish, Mann & Drucker, Inc., 12 South 12th Street, Phila. 7, Pa.

But the gamble paid off. Today Feldman has as new a Cadillac, as pleasant a house and as adequate a swimming pool as anybody in Hollywood, and if he wanted to invest in nice, conservative government bonds he could be assured of these possessions forever and ever.

As an agent Feldman is something special. He operates on a high-level social and personal friendship basis that is the envy of all his less successful competitors. Ever since he got into the business he has been one of Hollywood's favorite hosts and guests; he is the close friend and confidant of such men as Jack Warner, Sam Goldwyn, David Selznick, Darryl Zanuck and Joe Schenck of 20th Century-Fox and Henry Ginsberg of Paramount. His ex-wife, a handsome former starlet named Jean Howard, is equally popular in high places and, in a way that could only happen in Hollywood, contributes greatly to his success at getting around. The two are seen together so frequently, especially at the parties Feldman gives, that many people are under the impression that they are still married. Actually they were divorced in 1947, presumably after Miss Howard had given up all hope of ever finding a moment alone with her husband. Under the property settlement Miss Howard got the house but Feldman the right to live in it rent-free for five years. Miss Howard is now a professional photographer and likes to travel, but when she is in town she lives in one wing of the house and accompanies Feld-

man to many of his social engagements. They make a charming couple and are adept at getting along with practically everyone except each other.

Feldman has hardly ever been known to utter an unkind word about anyone and his favorite phrases, in describing people, are "wonderful guy" and "very dear friend." Recently he gave a party at the Beachcomber restaurant to celebrate the homecoming of Tyrone Power and his new wife, Linda Christian. This started out to be a small dinner for 10 close friends, but Feldman, in his expansive and gregarious way, wound up by inviting 21, some of whom were total strangers to one another. A few minutes before the guests arrived Feldman decided he would have



ON HONEYMOON in 1934 the Feldmans went to Palm Springs.

to set out place cards to keep the party in hand, but this proved to be impossible because he had forgotten not only whom he had invited but also how many. Not until the coffee was served and it was impossible for any further guests to be fashionably late could he be sure that he had not invited more people than the Beachcomber's China Room would hold.

Sometimes Feldman's gregariousness reaches such heights that it becomes suspect; he is intimate with more people than any normal man could be expected even to remember vaguely. Recently, while trying to recall a young coproducer of a 1943 movie, he rubbed his hand over his chin and said without visible embarrassment, "He's a very dear friend of mine. I wish I could remember his name." Some of Feldman's rivals and critics in the agency business complain that nobody could possibly love so many diverse people at once, especially since many of the people Feldman likes sincerely hate one another. No one, of course, will ever know. But it is probable that Feldman really does like people, all kinds of people—or at least that he has been working at it so long that he has come to believe it, which amounts to the same thing for practical purposes. One thing is certain: Feldman is a man of sudden, impulsive and very warm gestures. Once he was riding out to a race track with a writer, who passed the time by outlining a story idea he was trying to work out. At the track the two separated, meeting again after the last race. As they began the homeward trip Feldman said out of a clear sky, "That's a pretty good idea you've got. I'll give you \$10,000 for a half interest." On another occasion Actress Ida Lupino, a client of his, paid him a frantic visit on a Sunday afternoon. She and her husband were all ready to start producing a movie of their own, but their deal for the financing had fallen through and they needed a lot of money in a hurry. Feldman sat down and without asking for a note or security wrote them a check for \$60,000.

For a long time after Feldman got into the big money as an agent he was fond of the \$100 window at the Santa Anita race track, of gin rummy at stakes up to \$2 a point, and of the various roulette wheels, dice tables and *chemin de fer* games that are always available within easy flying distance of Hollywood. He gambled as expansively as he entertains and makes friends, but he was always a hard-luck

CONTINUED ON PAGE 115



Howdy, Pardner! Join the
Sunny Brook Round-Up!

Enjoy
Old
Sunny Brook
BRAND

the whiskey that's
"Cheerful as its Name"



LOOK FOR THIS WATCHMAN
ON EVERY BOTTLE

Come over on the **Sunny Brook** side!



TEX: I hear the Old Timer's brought along a bottle of Old Sunny Brook. I'm hankerin' to taste some of that fine Kentucky whiskey.

BUCK: Wait for me, pardner!



TEX: There's a heap of hearty Kentucky flavor in Old Sunny Brook—mellow as a prairie sunset, smooth as a western breeze.

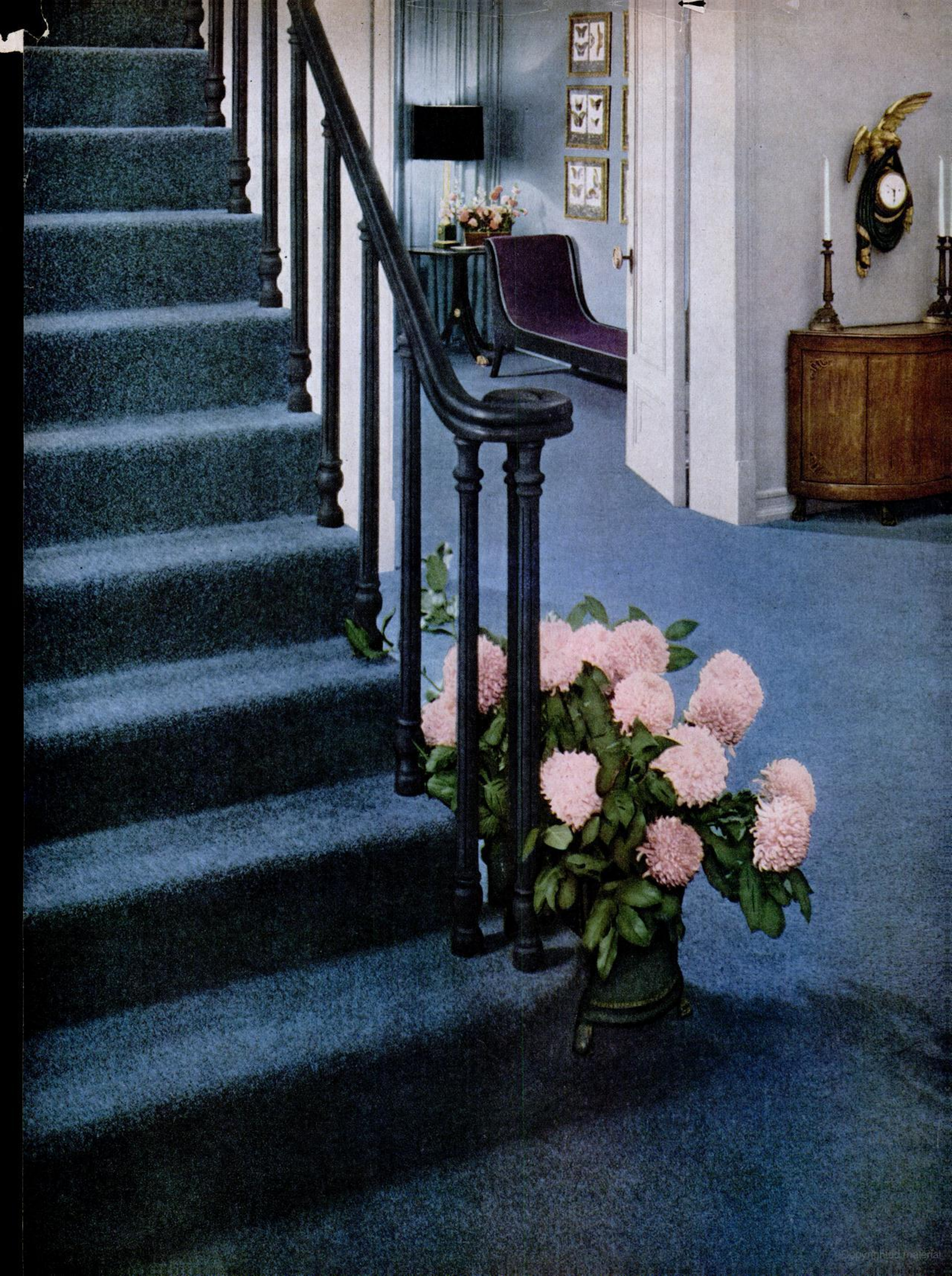
BUCK: You're quite a poet, pal. But that's my brand of thinkin' too... and my brand of whiskey.



OLD TIMER: Howdy, boys—welcome to the Sunny Brook side where you can enjoy the finest brand on the range. Been famous for over half a century—and deserves to be!

KENTUCKY WHISKEY - A BLEND

93 PROOF • 65% GRAIN NEUTRAL SPIRITS • NATIONAL DISTILLERS PRODUCTS CORP., N. Y.



Beautiful
Beautiful
Caracul
Broadloom...

Opulent texture and heavenly color make Caracul one of the loveliest of Alexander Smith broadlooms. Its deep, thick pile is loomed of tightly curled yarns, to make a rich, resilient cushion of wool underfoot. And when you carpet with Caracul you choose from a dozen beautiful fashion colors... from subtle, greyed pastels to vibrant, deep-hued shades. See Caracul in your favorite store's Carpet Fashion Opening. It is priced, in most localities, under \$13 a square yard.

Alexander Smith

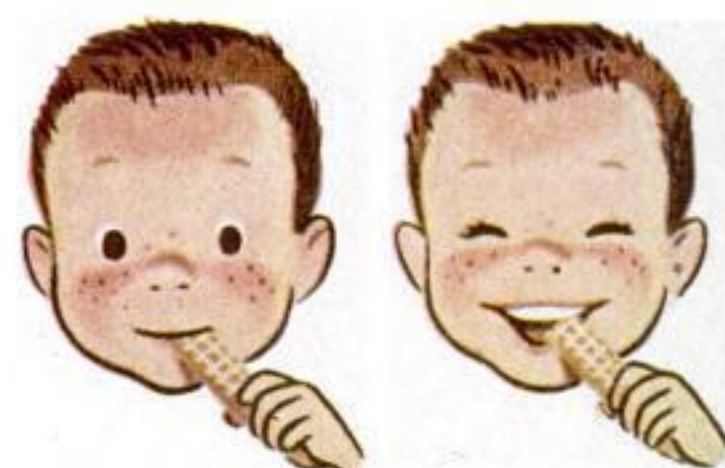
FLOOR-PLAN RUGS  BROADLOOM CARPETS



Don't take a chance when you
buy cookies in cellophane—



they may look alike—but
they taste different—



Be cookie-wise—and
look for this Seal
of Perfect Baking! →



For the **BEST-TASTING** **COOKIES IN CELLOPHANE!**



NATIONAL BISCUIT COMPANY

Since you can't see *flavor*—let the red NABISCO seal be your guide when buying cookies in cellophane. It marks the world's most luscious cookies baked as only the world's greatest cookie makers can bake 'em! One of the favorites bearing this famous name on the new cello-wraps is delicious NABISCO WAFFLE CREAMS. Look for them at the NABISCO display in your store and always rely on this red seal!

HOLLYWOOD AGENT CONTINUED

player and after a certain amount of steady losing he decided he was bucking the wrong game. Besides he had found a new and more satisfactory way of taking chances. In 1947, he says, he gave up gambling—in the common sense of the word—for all time. He now tempts fate in a much more constructive way.

The Hollywood agent's way of earning money, it should be explained, is to find an actor or director the best possible job available, at the biggest salary the traffic will possibly bear. In a sense he is a business manager and employment agency, attending to all the messy details of finding work and dickering over the price. This can get to be very disagreeable work. For one thing, you have to keep on the alert for new clients—who can be acquired only by discovering new talent, which is expensive and time-consuming, or by stealing it away from another agent, which is the method commonly used. At the same time you have to guard your own stable against inroads from your fellow rustlers. There are always bound to be numerous financial disagreements—concerning new contracts, broken contracts and the question of who gets how much money—and you have to be prepared to spend a good deal of time with lawyers and judges. The typical agent finds very little if any artistic satisfaction and has to get used to living in a world of ingratitude, insults, doublecrossing, triplecrossing, insomnia and ulcers. He earns every cent of his pay and seldom lives long enough to enjoy it.

Along about 1935 Feldman was hit by the notion that the agent's lot could be considerably improved and at the same time made more financially rewarding. His idea was basically simple but yet revolutionary: why should the agent, instead of just fighting over the available jobs, not set out to *create* jobs for his clients? This was the origin of what is known in Hollywood as the "package" deal, a highly complicated and difficult transaction, half business and half art, which can be brought off only by a catalyst like Feldman, with personal contacts in all the various branches of Hollywood skills. Among his clients Feldman would find an unemployed writer, an actor who was about to wind up a contract, a director who was looking for a good assignment and a producer who was fresh out of good story ideas. Then somewhere—possibly in a short story, a book or a play that had gone unnoticed—Feldman would find a potential movie story that might suit all their talents. All that was needed was a little financing by a man who did not mind gambling, and Feldman was just the man.

He began buying up story ideas, at anywhere from \$2,500 apiece and up, and assigning his unemployed writers to turn them into screen plays. If the screen play turned out badly Feldman was out his original purchase price plus the writer's salary for 10 or 20 weeks. If it turned out well he had, in Hollywood terminology, a valuable "property" which could be sold at a nice profit and with the stipulation that a Feldman producer or director or actor, or possibly all three, went with it.

How to shock Sam Goldwyn

FELDMAN'S greatest coup was with the movie called *The Bishop's Wife*, one of the artistic and financial successes of 1948. Feldman found an old and almost forgotten novel by Robert Nathan and bought the screen rights for \$15,000. Shortly after his purchase he went to Lake Tahoe with Darryl Zanuck and Sam Goldwyn. He took the book along and urged them to read it. They agreed that it was charming but laughed at his notion that it could be turned into a movie; its theme, concerning the sex life of an Episcopal bishop, was just a little too hot for the movies to handle. Feldman stuck to his guns and got one of his writers to convert it into a screen play that got by not only the Breen office but also the Legion of Decency. Eventually he sold it to none other than Sam Goldwyn. The sale netted him \$200,000, and besides he wrapped two clients, a director and a writer, into the "package."

He had almost as great a success, artistically if not financially, with *Night and the City*, soon to be released, which was developed from a book by the British novelist Gerald Kersh. He paid \$50,000 for the book and then found that it was almost impossible to transcribe into an acceptable movie story. The first 11 writers failed at the assignment, drawing fat pay checks from him all the while, and eventually he found that he had about \$160,000 invested in the idea. Fortunately the 12th writer succeeded, and he was able to sell the story to 20th Century-Fox, which was looking for a picture to make in England with some of its blocked currency. Feldman's profit was small, but he got good jobs and screen credits for two of his clients, Producer Sam Engel and Writer Jo Eisinger, which was almost as good. Eisinger's going price in Hollywood has tripled because of the screen credit, which means that Feldman's commissions from Eisinger have also tripled.

CONTINUED ON NEXT PAGE



the coat you'll LIVE IN!

ALLIGATOR GOLD LABEL

... America's most wanted gabardine!

100% all-virgin wool worsted—a luxurious, finely woven fabric that has made more men want this gabardine than any other! Around the year comfort—around the clock versatility!

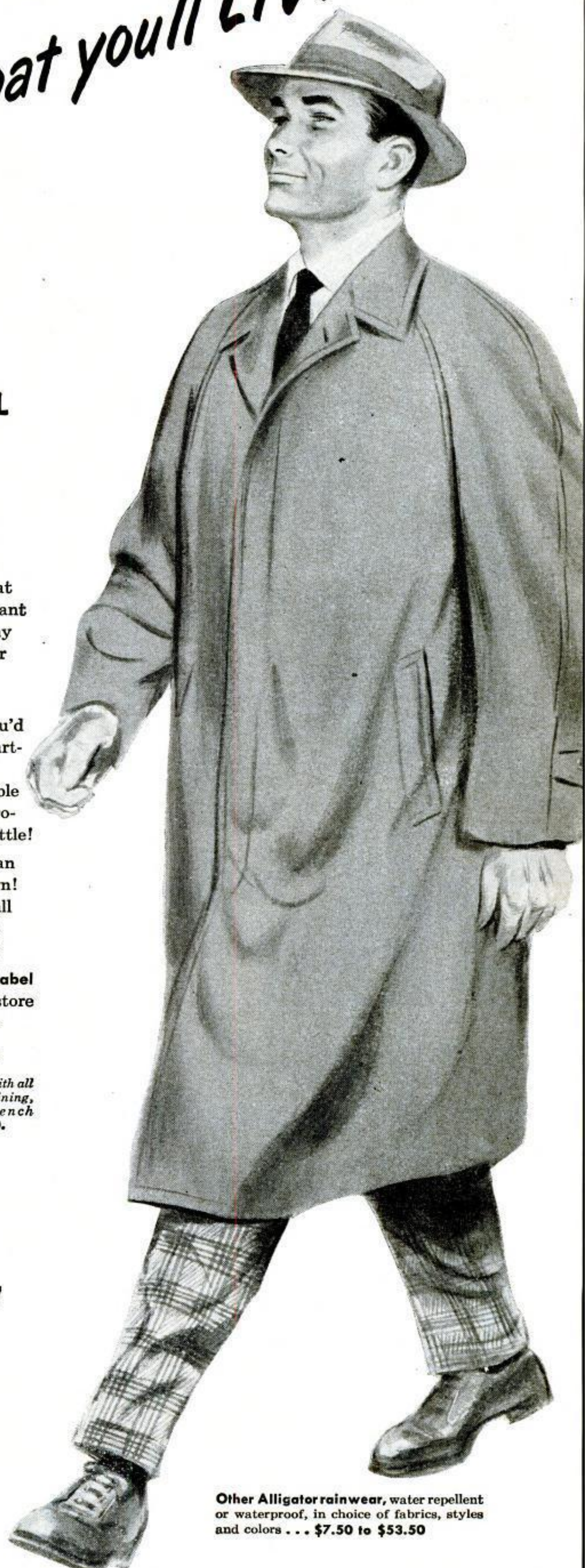
And what a value! You'd never believe such smartness, such fineness of quality, such dependable water repellent rain protection could cost so little!

You'll wear it more than any other coat you own! Because it's built for all weather—so casual, so right wherever you go!

See the Alligator Gold Label today! Your favorite store has it in your favorite shade!

\$42⁷⁵

Same model with all wool zip in lining, \$53.50. Trench Model, \$53.50.



Other Alligator rainwear, water repellent or waterproof, in choice of fabrics, styles and colors . . . \$7.50 to \$53.50

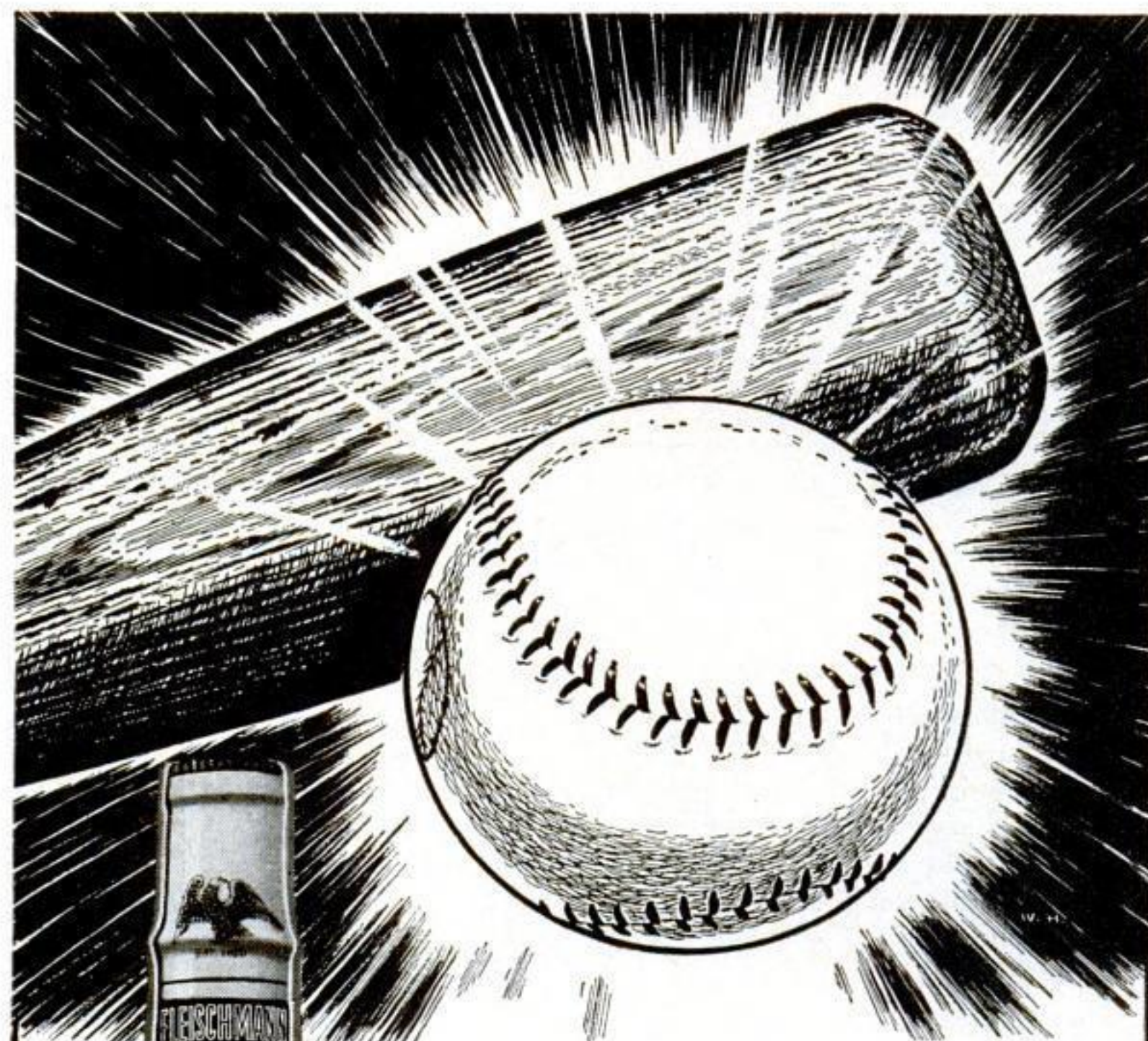
BETTER DEALERS FEATURE:

ALLIGATOR
Rainwear

because . . . IT'S SURE TO RAIN!

THE ALLIGATOR CO. • ST. LOUIS • NEW YORK • LOS ANGELES

3 WINNING HITS!



CHOOSE THE ONE BLENDED
WHISKEY THAT GIVES YOU ALL 3



Every drop

90 PROOF
rich, robust, delicious!



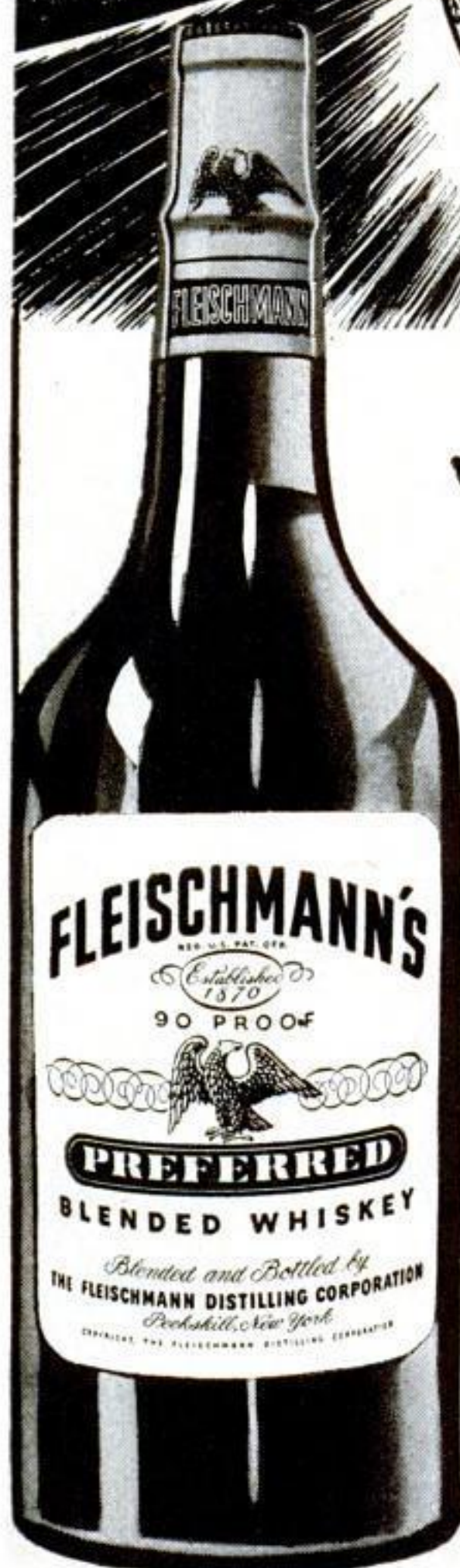
CHOICE QUALITY

* 35% Straight Whiskies
65% Grain Neutral Spirits



WINNING PRICE

America's Greatest
Whiskey Value!



FLEISCHMANN'S

PREFERRED

* THE STRAIGHT WHISKIES IN THIS PRODUCT ARE 4 YEARS OR MORE OLD. 35% STRAIGHT WHISKIES. 65% NEUTRAL SPIRITS DISTILLED FROM GRAIN. 90 PROOF. BLENDED WHISKEY. THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.

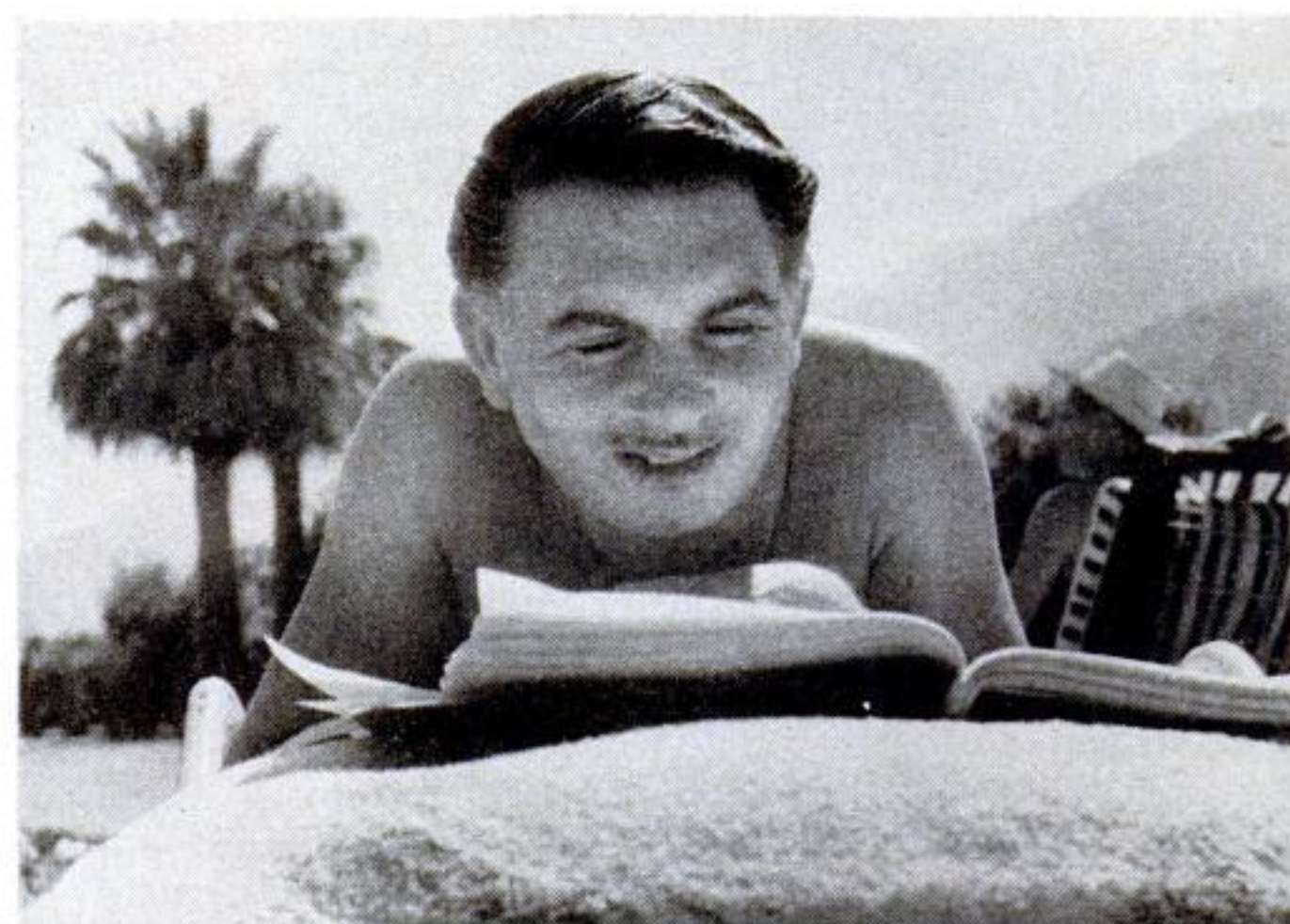
HOLLYWOOD AGENT CONTINUED

A few years ago Feldman pushed out the final stack of chips and got into the business of financing pictures. Sometimes, he found, the only way to turn a package into a movie was to put up the risk capital and produce it himself. Since it costs at least a million dollars today to make most Grade A movies, Feldman thus entered one of the world's most hazardous vocations. The big companies like Paramount, Metro-Goldwyn-Mayer and 20th Century-Fox can balance the bad years against the good or the flop pictures against the hits. An independent, such as Feldman has become, has to steel himself against the knowledge that a single expensive failure can ruin him. The industry needs the independents—to keep up the competition and come up with the unusual ideas—but men who are willing to take the chance are hard to find.

Feldman's record to date as an investor is spotty. A few pictures which he put out under his own name (*Pittsburgh*, *Follow the Boys*, *The Spoilers*) have not been especially distinguished either artistically or at the box office. He has had pretty good luck with a company called Monterey Productions for which he supplies the financing and Howard Hawks the directorial genius. On behalf of Monterey, Hawks made *To Have and Have Not* and *The Big Sleep*, both starring Humphrey Bogart and Lauren Bacall. These two pictures cost a total of \$2.6 million and have grossed about \$9 million at the box office. *The Big Sleep*, incidentally, is an example of just how hazardous and unorthodox the movie industry can be. After Feldman and Hawks had seen this strange and moody film together about 20 times, in the cutting room and at previews, Feldman said, "Howard, I don't want to seem stupid, but what the hell is this picture all about?" Hawks answered matter-of-factly, "I don't know either." Audiences, naturally, had no better luck than the financier and the director at figuring out what the story added up to, but most people liked the film and it did very well.

Feldman also put up money for a film not yet generally released. This is Orson Welles in *Macbeth*, which got terrible notices from the critics who have seen it and is now in the cutting room for extensive revisions. Feldman thinks he has a good picture in *Macbeth*—and is proud anyway of his attempt to bring Shakespeare to the screen—but very few people in Hollywood would care to invest a nickel right now in its chances of breaking even.

All in all it would appear that Feldman has not yet made any kind of net profit from his risk capital and has only succeeded, thus far at least, in tying up most of his savings from 20 successful years as an agent. Pursuing his new hobby, Feldman shuns what he calls "groceries," or standard commercial plots. Besides the Tennessee Williams plays he owns such stories as *The Silver Whistle*, a delightful but fragile little drama in which José Ferrer made more of an artistic than a financial success on Broadway; Ernest Hemingway's highly censorable *The Sun Also Rises*; John Steinbeck's ditto *The Wayward Bus*; a play called *They Shall Not Die* which deals in broad and controversial strokes with the famous Scottsboro case; and a novel called *Tender Mercy* which is a tragic study of a young couple whose child is a Mongolian idiot. What will come of all of them nobody knows, including Feldman. Nevertheless he goes blithely ahead, and on the rare occasions when he has time to sit back and think, he asks himself: what is he really doing—peddling talent or producing movies? Some Hollywood observers have already made up their minds. Counting the many "properties" Feldman owns, they are beginning to refer to him as a "one-man major."



AN AVID READER always looking for new scripts, Feldman keeps himself busy during a weekend "vacation" at Darryl Zanuck's home in Palm Springs.

We're about 16 years younger than our fathers were in their day.

Do you live it, and look it?

BORN in ancient Rome, the chances are you'd have died sometime between your 20th and 30th year. By 1940, the average person's life expectancy was 63. And in the next six years, science presented us with the gift of yet another *five years* of life.

This roll-back of our years is happening so fast, our thinking cannot keep pace with it. Do you set your gauge by your father's

time on earth? It's not only enjoyable—but *necessary*—to calculate how man's youth has lengthened, and to live your life accordingly. Splice that 16 years you've gained, right into your middle youth.

This has been man's dream since the world began: to have the ease and knowledge of maturity—with the look and buoyancy of youth. And with more and more men every year, this is a dream come true... How they do it is no secret. They use not only their forks, but their brains, as they eat. They're *active* physically, mentally, socially. And it's a sort of second nature to take a young man's care of their appearance—always. This seems to be a part of that spirit which keeps man young.

Lord Chesterfield wrote to his son, "Trifles, little attentions, done or neglected, will make you either liked or disliked in the general run of this world." As specialists in shaving preparations for a hundred years we'd like to speak of a "little attention" that contributes amazingly toward the kind of face everyone likes to look at—the man's face that is scrubbed, fresh, healthy-looking.

It's this: before you shave, give your face a good douse of the tap's hottest water. Your barber does it after your shave. But dermatologists say it does you twice the good to apply it before you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

Special preparation tones and actually soothes your skin

But it's the everyday use of Williams Aqua Velva after your shave that will do the most to give you a look of healthy skin freshness. Regularly used, this circulation-rouser brightens and braces your skin as nothing else can.

Williams Aqua Velva is full of good sensations. Tonic freshness. A masculine scent. It keeps your skin flexible and comfortable... its natural moisture intact. And that helps protect it from sun, wind, cold. Another way Williams Aqua Velva looks after your face: it lends first aid to scrapes and small skin-breaks, keeps your skin feeling soothed, *looking* young!



Vice-President of the American Association for the United Nations, Douglas Fairbanks, Jr. has spent important time among these same United Nations. He is also an executive of CARE, on which he has lavished the prodigious Fairbanks' energy. For his help, several nations have decorated him. Several more, including the U.S.A., have decorated Commander Fairbanks for his brilliant work during his five years in the Navy... His newest motion picture is "State Secret," soon to be released.

However you shave, we have worked out a preparation that we believe to be superior—in very definite ways.

A unique preparation for brush users

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. Extract of lanolin is a highly concentrated form of the active elements of soothing lanolin. We're proud to say that it's found only in Williams.

You'll appreciate how this cream helps to keep your skin looking young and healthy.

Two special ingredients give a better brushless shave

Williams Glider Brushless contains a special ingredient—a refined, natural oil—which softens your beard and enables the razor to cut your whiskers close and clean without scraping. Another special ingredient, found only in Williams, helps replace the skin's natural oil. Rubbed well into the skin, it helps to keep skin smooth, young-looking.

If you use a Schick, Remington, etc. . . . a luxury beard conditioner

Williams Lightning Llectric is a pleasantly fragrant liquid that softens your beard so that it almost *wipes* off. One special ingredient prevents sticky perspiration from slowing up your razor.

Another special ingredient lubricates not only your skin, but the razor-head—giving you a faster, closer shave. After using Williams Lightning Llectric, your skin feels happy, has a fit, healthy look you'll like.

After any or all shaving—use the world's most popular after-shave lotion

Never miss Aqua Velva after your shave. Yes, any time you want a quick refresher... use Williams Aqua Velva.

We put our first shaving preparations on the market in the year 1840. Since then our products have held the public approval. Their good name has grown and grown, for an obvious reason: men know these Williams products do the work, and do it better. Year after year, more and more men are using Williams products. Year after year, more and more men are looking young and healthy.



Douglas Fairbanks, Jr. at a Royal Command film performance in London.

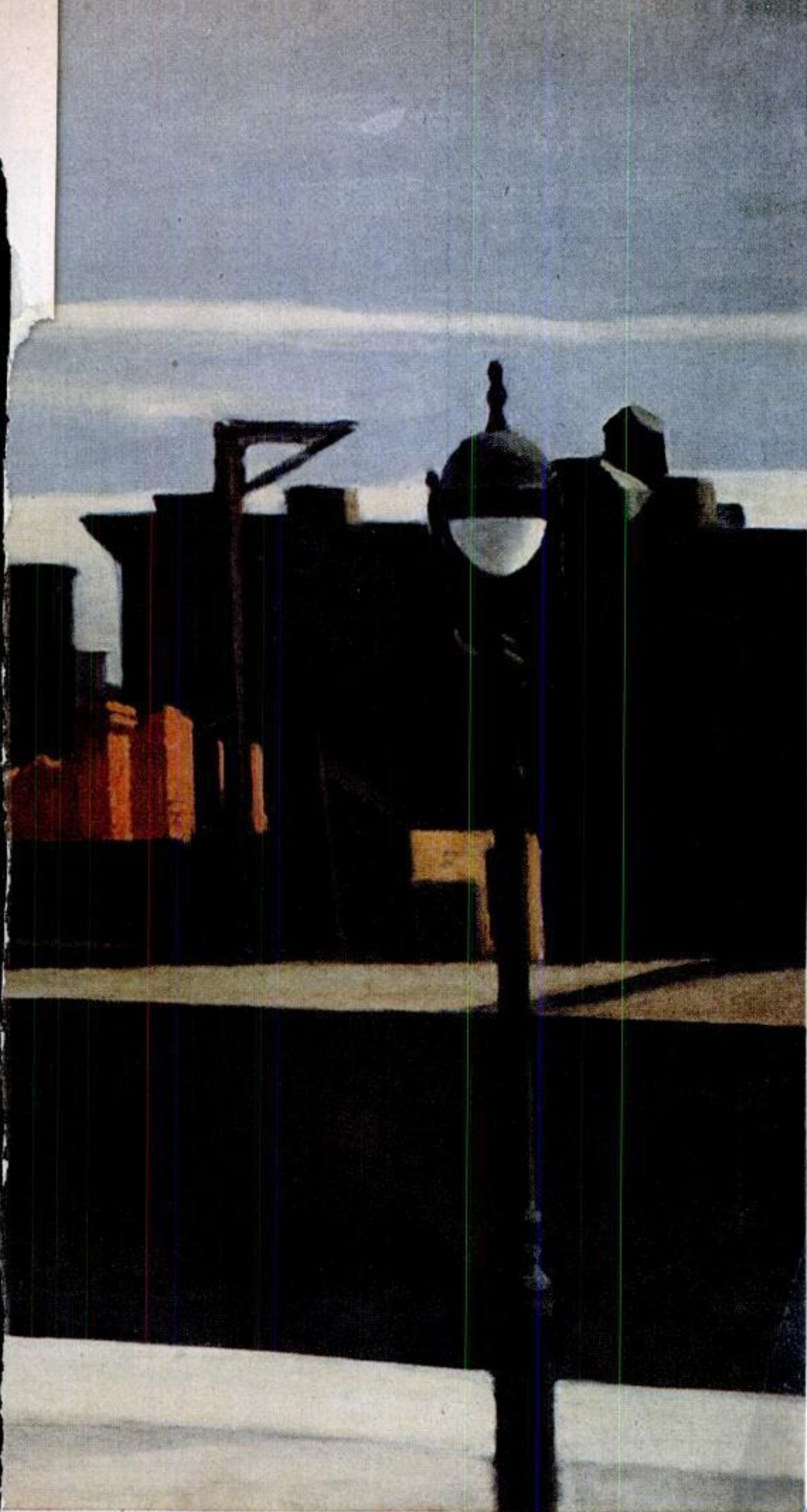


WIRY AND WATERY

The photographer was also on skis

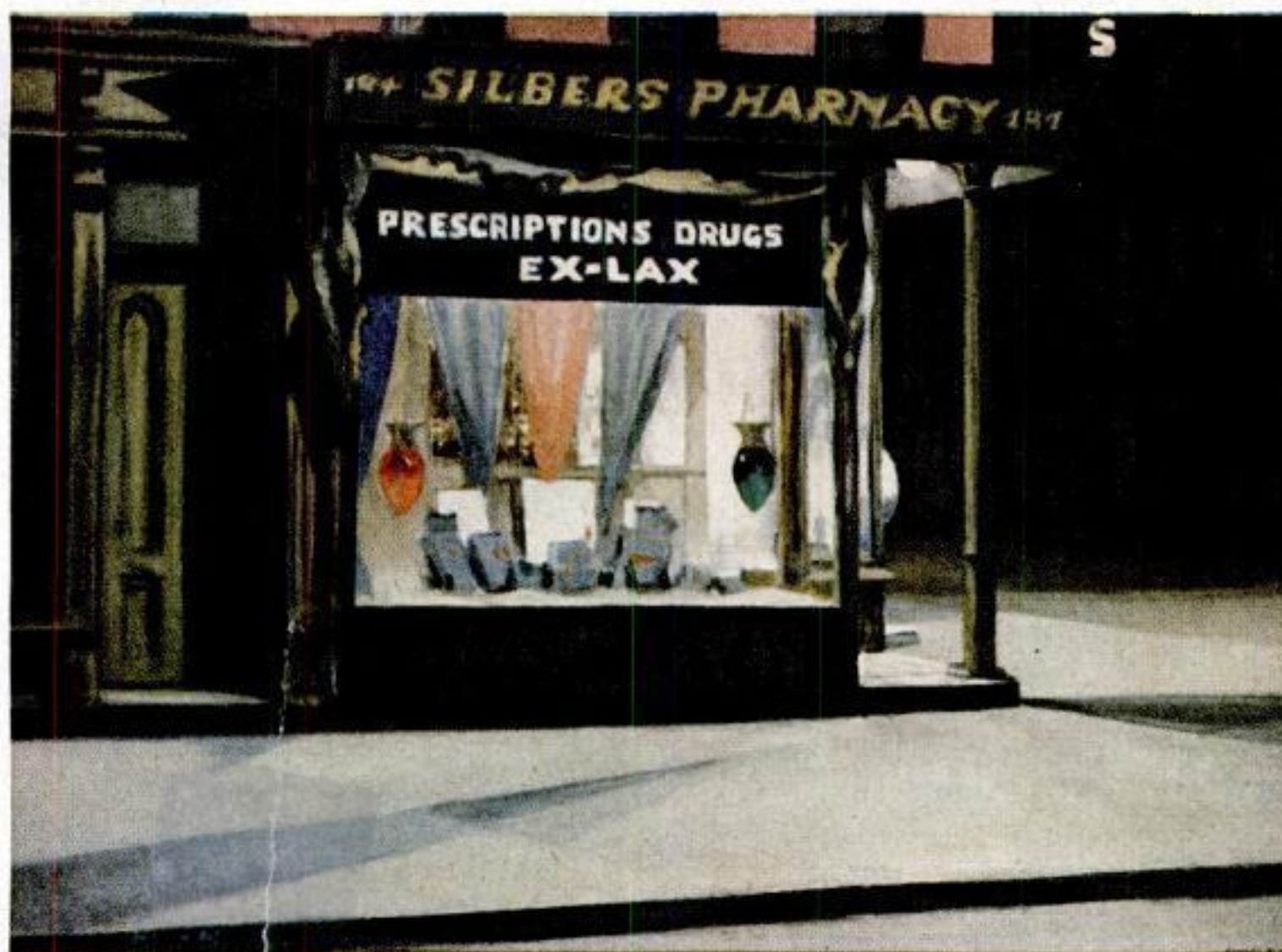
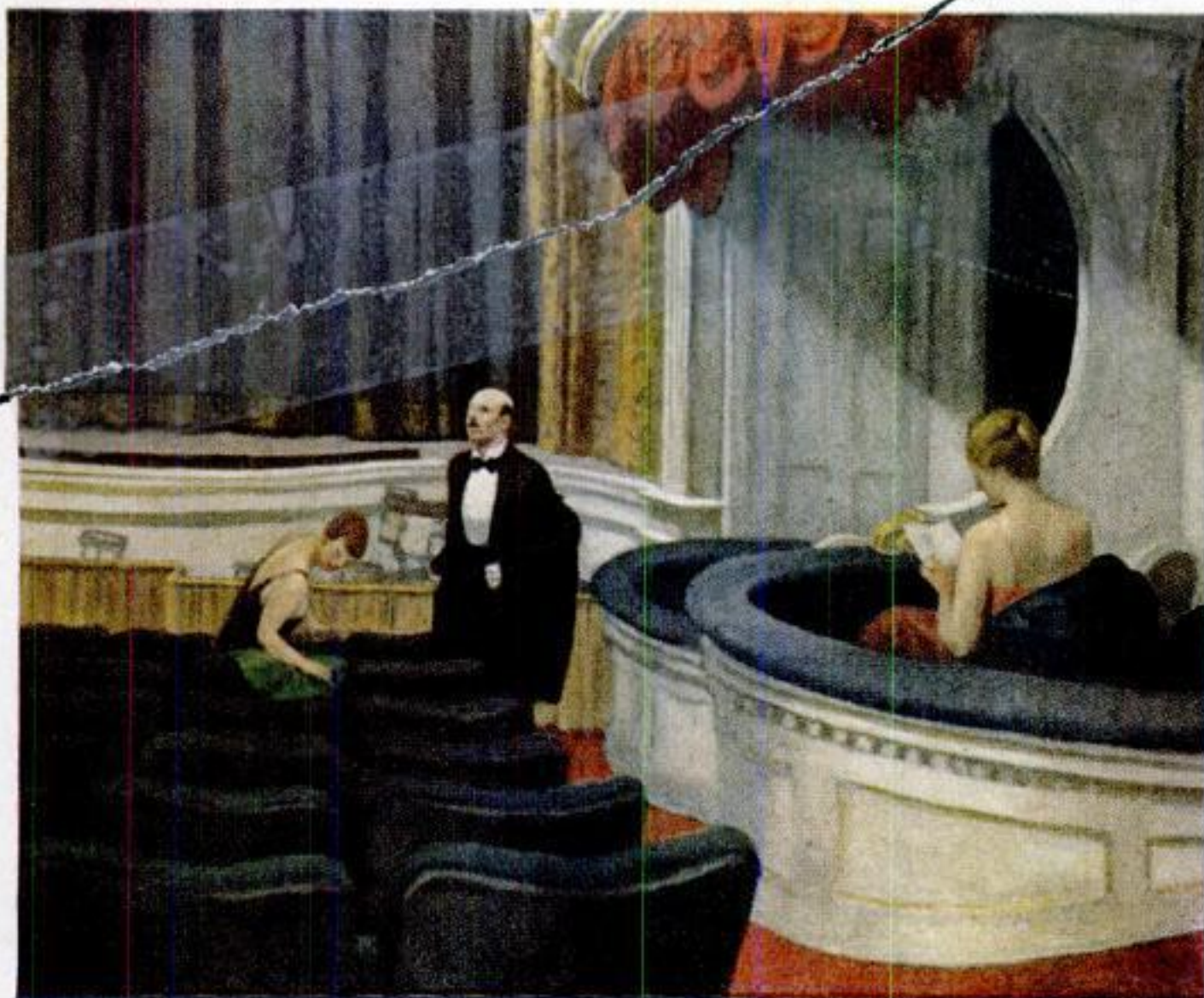
Water skiing, a fairly simple pastime when it was invented on a lake in the French Alps 20 years ago, has by now become a highly complicated and tricky sport, as the picture above shows. Whizzing along at 30 mph at Cypress Gardens, Fla., 18-year-old Shirley MacCalla is doing a backbend to provide a frame for 24-year-old Martha Mitchell.

For this tour de force, split-second coordination was required. Holding her tow handle between her knees, Shirley bent back until her hands rested on the back of her skis. Simultaneously, Martha passed on her right on one side while Photographer Trammell Pickett, also on water skis and holding his camera at water level, passed on the other side.



concrete, were put up to carry trolley wires. Behind the approach to the bridge rows of shabby tenement buildings are bluntly framed against the cold autumn sky.

TWO ON THE AISLE, 1927, shows the interior of a New York theater at the moment just before the bustling audience pours in for the evening performance.



DRUGSTORE, 1927, emphasizes Hopper's love of striking effects of light. He was particularly taken by the luminous old-fashioned apothecary jars hanging in the window.

HOPPER PAINTS THE CITY IN STARK LONELY MOMENTS

Since 1900 American city life has been a popular subject for American artists. It has been painted in a rich variety of ways—the back-street shabbiness of John Sloan's paintings, the leering mobs of George Bellows' prizefight scenes, and the twisted caricatured people of the Bowery in the canvases of painters like Reginald Marsh. But no artist has portrayed the city with Hopper's severe and ungarnished power. A cool, precise man, Hopper has made his art a verbatim record of what he has seen and felt. "My aim in painting," he once wrote, "has always been the most exact transcription possible of my most intimate impressions of nature."

His impression of the city is an ugly yet hauntingly beautiful complex of flat-roofed buildings with ornate cornices and blank, even rows of windows, of street corners, restaurants, eating stands, theaters, all virtually deserted in the off hours of day and night. The few people in his scenes are subdued figures lost in the settings they themselves have created. Meditative, starkly revealing, Hopper's city life seems almost to be suspended in the anticipation that something—a rush of excitement or a sudden bustle of people—is about to disturb its silence and emptiness.

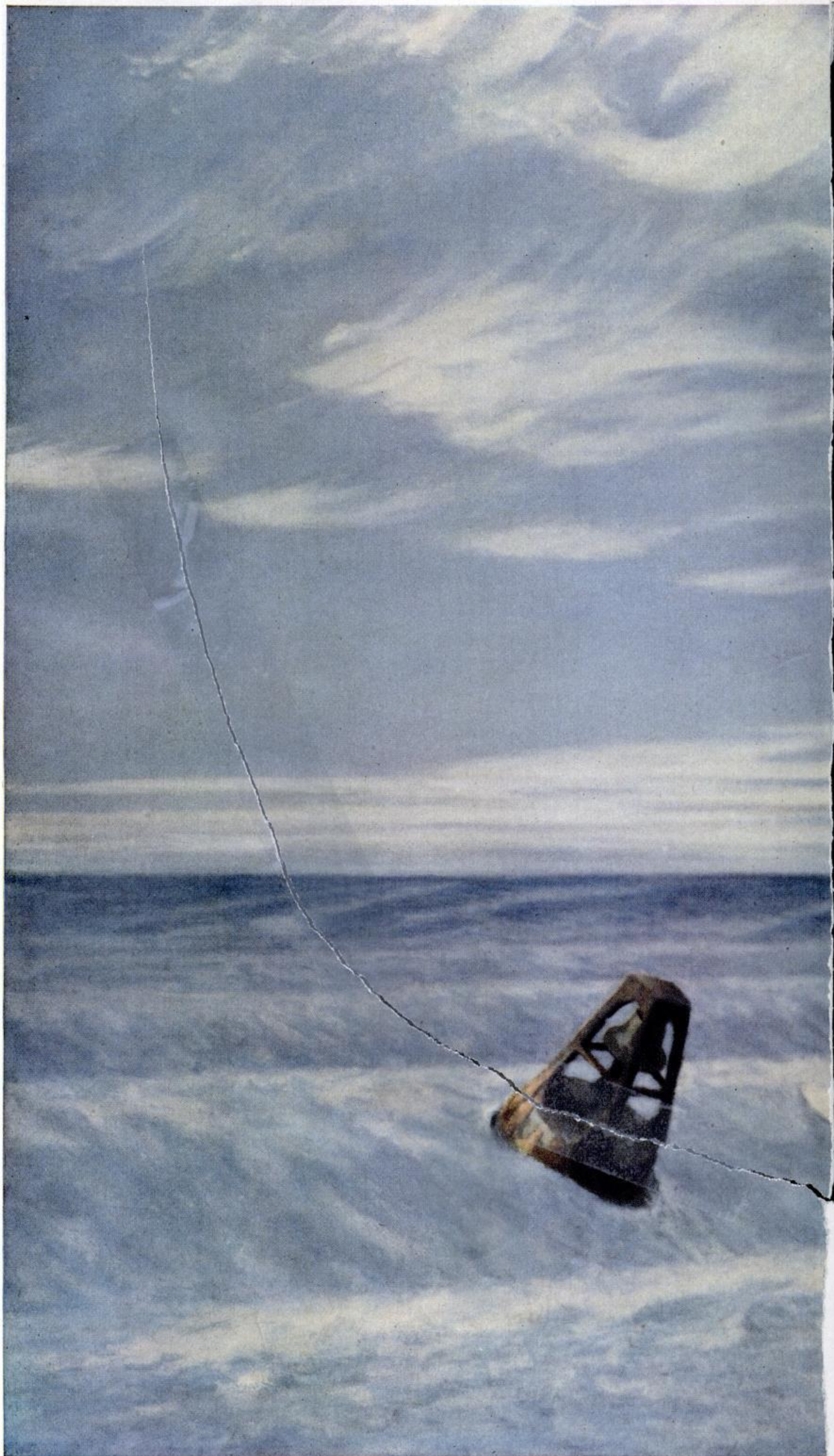


NIGHT WINDOWS, 1928, is an intimate scene Hopper saw one warm evening while riding on the New York El. In it he tried to catch the impression of a fleeting glimpse.

CONTINUED ON NEXT PAGE

HOPPER CONTINUED

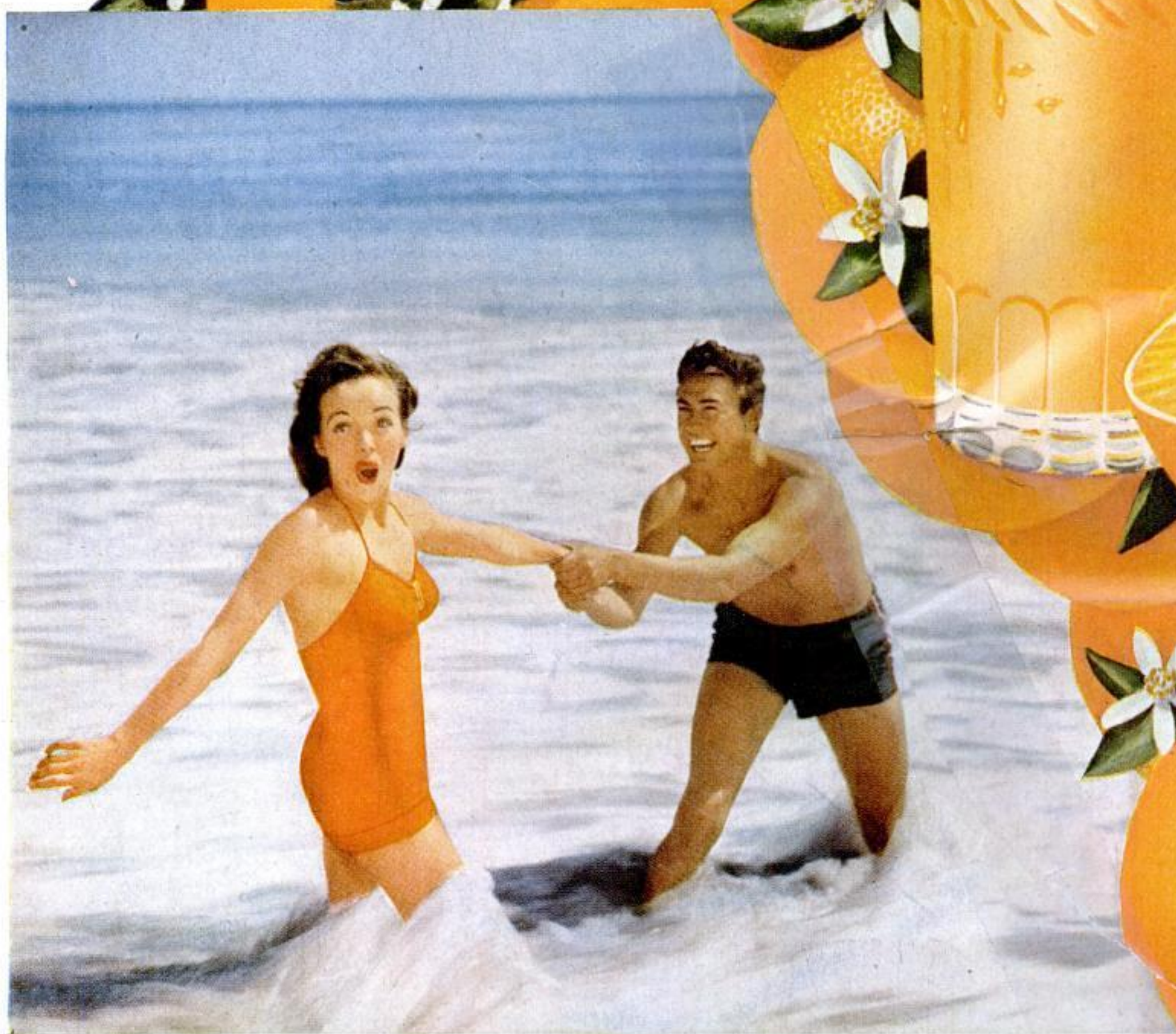
GROUND SWELL, 1939, shows two of Hopper's other main interests, the sea and sail boats. Hopper grew up in Nyack on the Hudson River where he learned sailing, the only sport that has interested him. He once built a boat, but it sailed so precariously that he had to sell it for scrap lumber. This scene is a calm summer day when the ocean, bleached by the sun, reflects the blistering intensity of the sky. Just as in Hopper's paintings of city life, this boat and its crew seem expectant, waiting for the brief moment of quiet to pass.





FOR BRACING REFRESHMENT THROUGH YOUR WHOLE BODY...

Florida EXTRA-JUICE ORANGES have
"just what it takes" these spring fever days!



What a marvelous job Mother Nature has done with Florida's extra-juice oranges! She's packed them brimful of deliciousness. She's packed them full of refreshment. But far more important for you to remember...she's packed them with glowing health.

In the oranges fresh from Florida's groves,

and in handy cans of their luscious juice, you get *all* those many health benefits that are listed on the right.

These spring fever days, when your body needs bracing, and you need refreshment from head to toe, you *couldn't do better* than to make it a rule to drink Florida orange juice *daily*!

FLORIDA CITRUS COMMISSION • LAKE LAND, FLORIDA



JUST SEE HOW YOUR WHOLE BODY BENEFITS

from orange juice
—fresh or canned!

1. Helps maintain ALKALINE reserve
2. Supplies LIQUID — hostile to colds
3. A gold mine of VITAMIN C
4. Other VITAMINS and MINERALS
5. ENERGY from "fat" sugars
6. Arouses ~~sun~~, APPETITES
7. Stimulates DIGESTIVE juices
8. MILDLY LAXATIVE



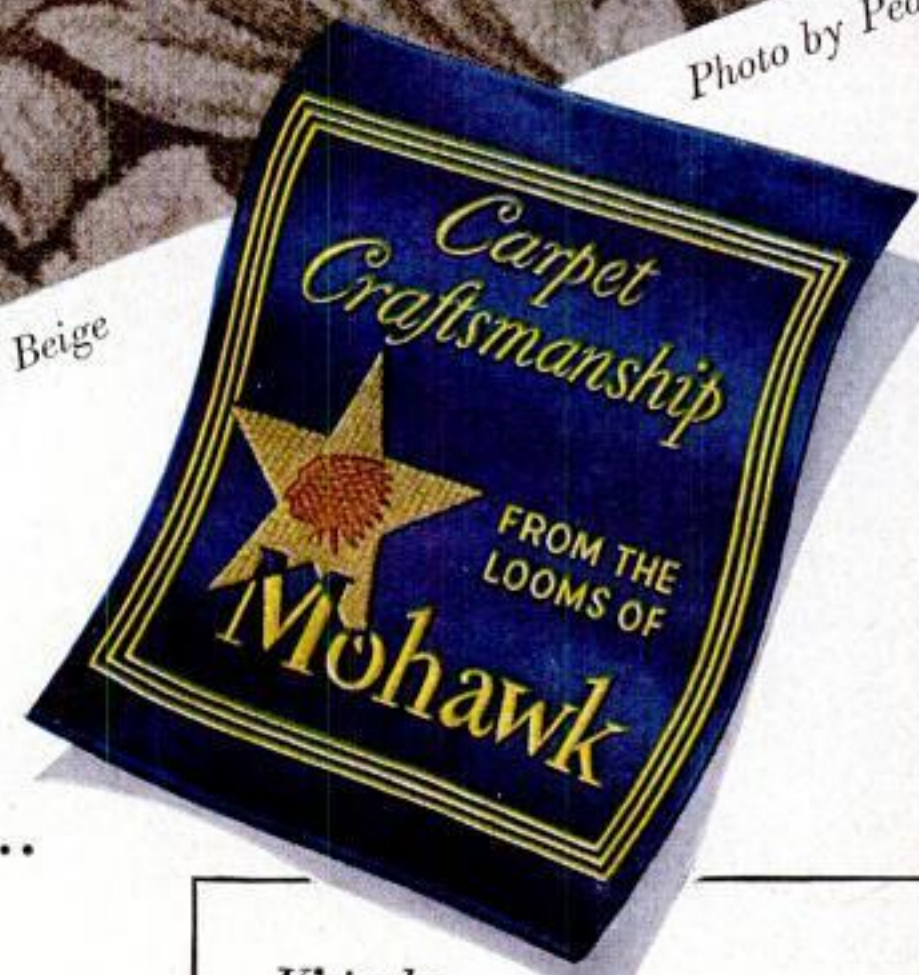
FLORIDA ORANGE JUICE

FRESH  ... OR  CANNED



Photo by Peaty

South Pacific, Pattern MH 131, in Tropic Beige



POST-HONEYMOON HEAVEN...

South Pacific by MOHAWK

This lively Marlborough Axminster is Mohawk's newest contribution to the vogue for patterned wall-to-wall floor coverings. Ask to see "South Pacific" when you are planning your very first house... it's the hit of the year. Besides this Tropic Beige, you should see the Cloud Grey and Sea Green. Any one of them makes an instant success of your room.

Mohawk

MOHAWK CARPET MILLS, INC., AMSTERDAM, N. Y.

See Roberta Quinlan in "The Mohawk Showroom" Monday, Wednesday and Friday each week on NBC television

Visit the CARPET FASHION OPENING

in your local stores
APRIL 17-27

It's a nation-wide showing! And all carpet manufacturers and stores are cooperating. Don't neglect to visit your store April 17 to 27.

Be Your Own Decorator!

Send 25¢ for Mohawk's popular "Home Color Planner." See how your color schemes actually look when carpet, furniture, walls and drapes are put together.

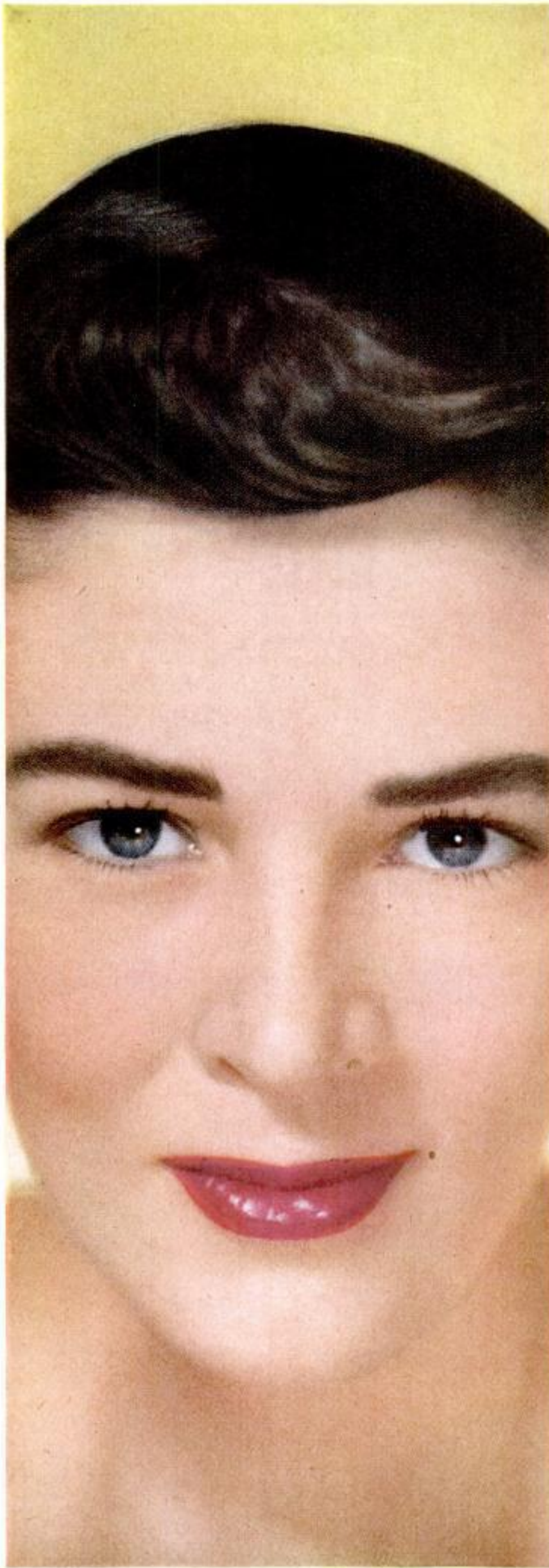
Mohawk Carpet Mills, Inc., Amsterdam, N. Y.
Advertising Department.

Li-4-50
Copyrighted material

Helena Rubinstein Announces



BLONDE — Perfect for your coloring are Helena Rubinstein's *Tender Pink*, *Crackerjack*, *Rose Mauve* and *Red Velvet* silken lipsticks.



BRUNETTE — Helena Rubinstein's *Command Performance*, *Sporting Pink*, *Crackerjack* and *Apple Red* silken lipsticks best complement you.



SILVER-GRAY — Marvelous for you are Helena Rubinstein's *Red Raspberry*, *Command Performance*, *Rose Mauve* and *Apple Red* lipsticks.



ORANGE FIRE



CRACKERJACK



COPPER LEAF



APPLE RED



RED RASPBERRY



RED VELVET



TENDER PINK

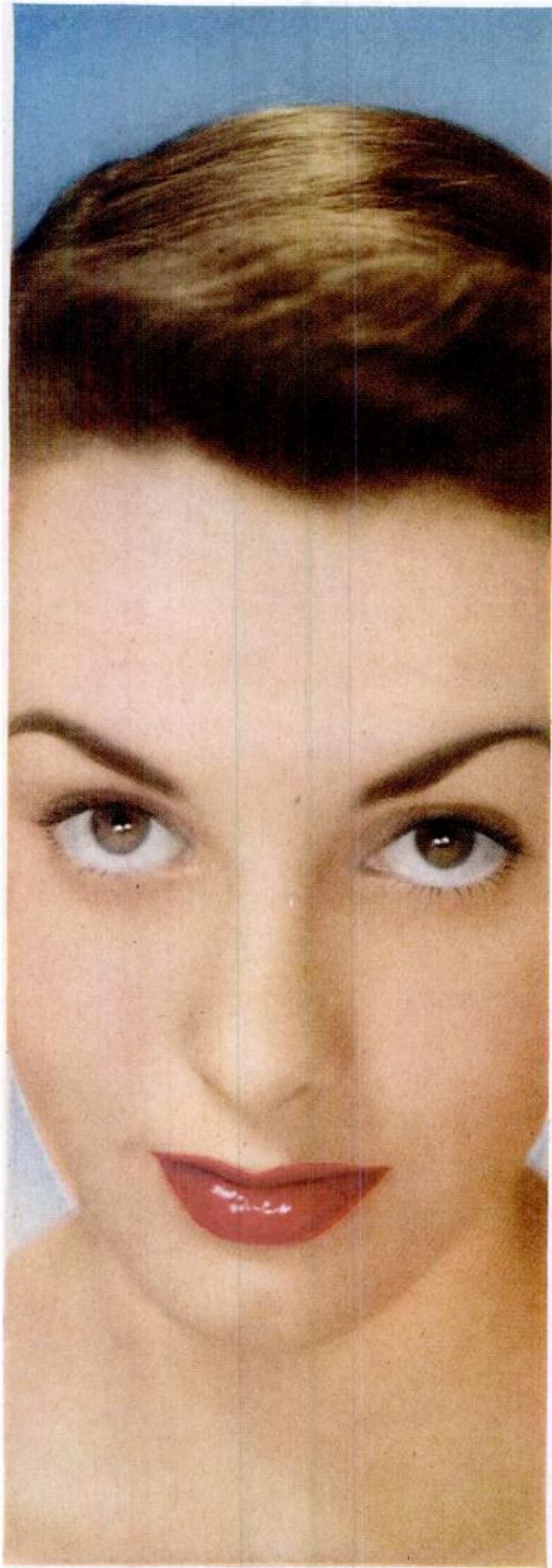


SPORTING PINK



PLUSH RED

Sensational Silken Lipstick!



MEDIUM-BROWN—Helena Rubinstein's *Apple Red*, *Sporting Pink*, *Plush Red* and *Orange Fire* look wonderful on you. All contain silk.



RED-HEAD—See how beautiful Helena Rubinstein's *Copper Leaf*, *Apple Red*, *Orange Fire* and *Red Raspberry* look on you. Silk is the secret.

Helena Rubinstein's
new formula with
atomized silk
enriches color
and gives your lips
the bright smooth
look of living satin....

It's never been done before! Cosmetic genius Helena Rubinstein audaciously blends pure atomized *silk*, with other amazing new ingredients. Result—**SILKEN LIPSTICK**—a brighter, smoother, richer-colored lipstick. A beautifully behaved lipstick with a true silken texture.

- Clings with silken magnetism, satin-smooth, color-true *through all your waking hours!*
- Curves your lips with clean, crisp lines. Never, never smears. Keeps them soft.

12 out-of-this-world REDS

Helena Rubinstein carries lipstick colors to heavenly heights. She gives you the richest range of reds imaginable. Twelve voluptuous shades. Vivid, intense! They shimmer and glow with silken radiance. They give your mouth the luscious sheen of very *young* lips.

Let yourself go! Match your own coloring to one of the complexions illustrated at the left. Discover how many different lipstick colors you can wear. Look sweet as a rose in the morning... flamboyant as a poppy at night.



ELECTRIC PINK



ROSE MAUVE



COMMAND PERFORMANCE



1.00
plus
tax

LIPSTICK FOUR-CAST

Carry Helena Rubinstein's clever Lipstick Four-Cast, containing four silken lipsticks in a lovely golden case. Only 1.95 for four fashion-right shades.

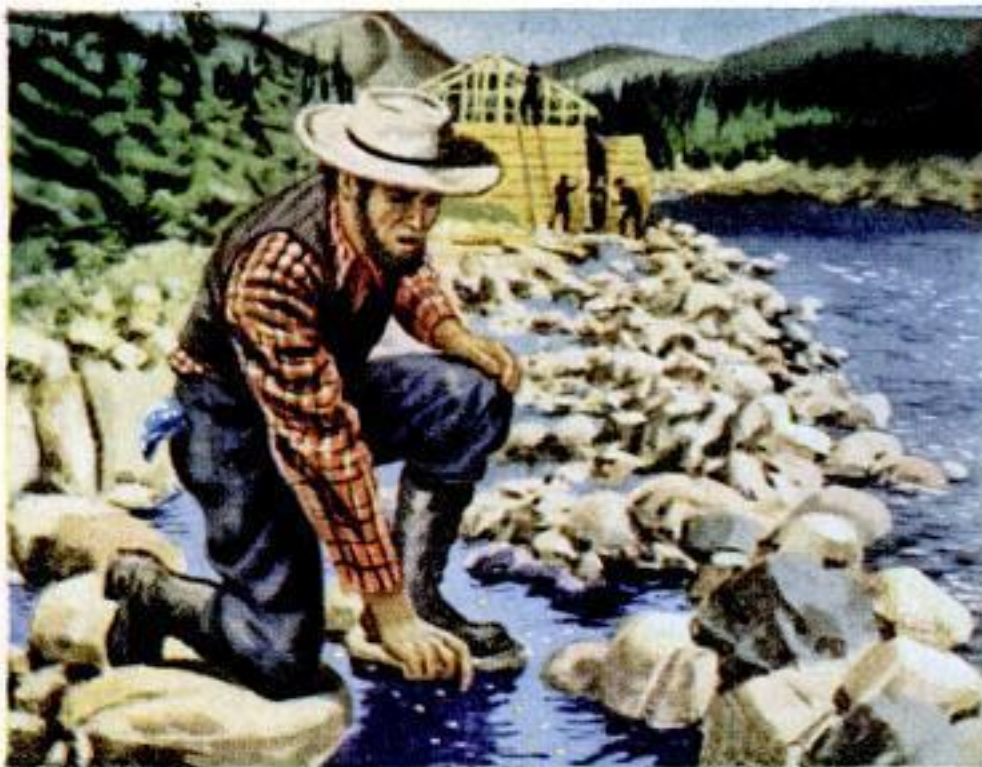
Harmonizing nail lacquers 60¢.



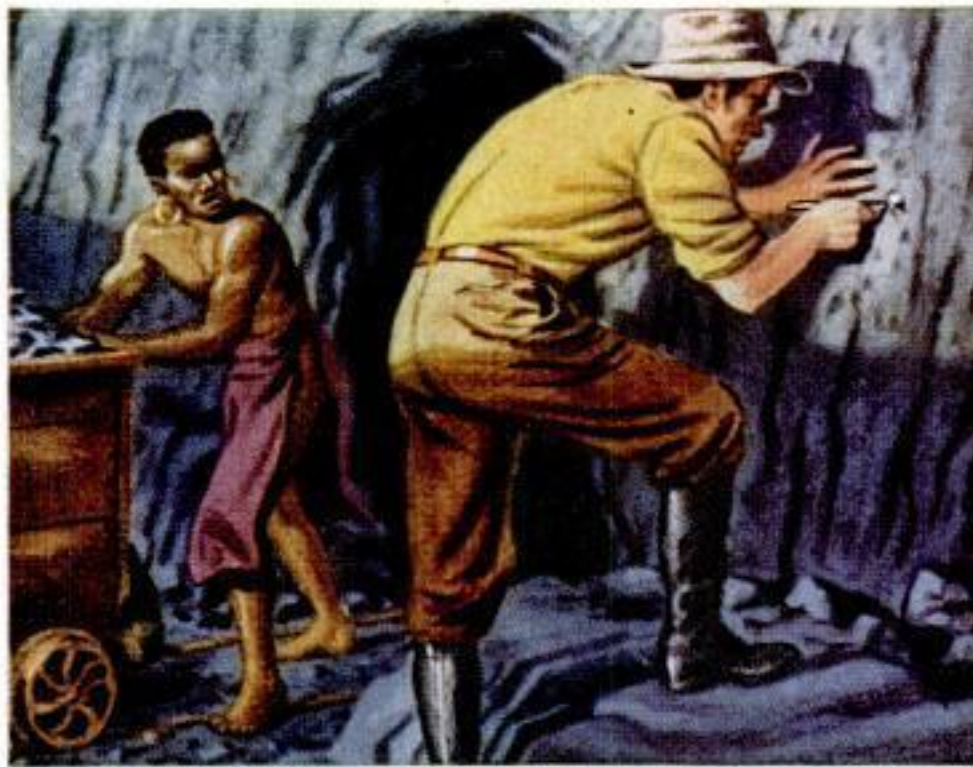
All prices plus tax

©1950 **helena rubinstein**, 655 fifth avenue, new york 22, n. y.

Look sharp! You may strike it rich!



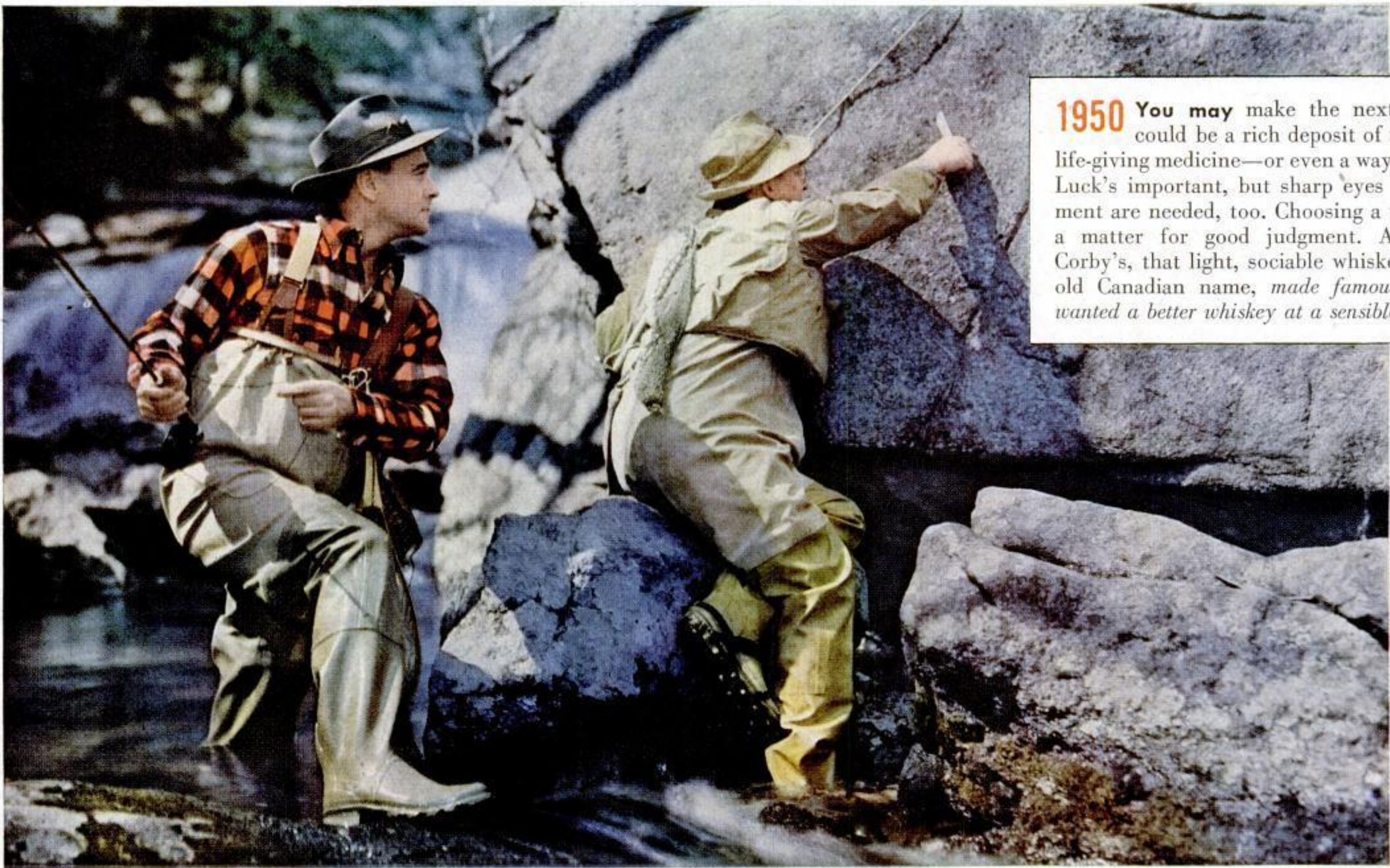
1848 Keen-eyed James Marshall arose one January dawn to inspect a sawmill he was building. Walking by the river's bank, he spied a fleck of yellow in the mud. Gold! This lucky find, 11 years before the name Corby's came to Canada, started California's famous gold rush.



1905 The African sunset caught a sudden gleam in the clay entrance wall of the mine. Miner Fred Wells, passing by, saw the gleam and stopped. That's how he found the world's largest diamond—the 3,106-carat Cullinan—in the 47th year of fame for the name Corby's in Canada.



1928 Blue mold ruined the plate on which a famous British scientist was studying germ cultures. He took a second look before throwing it away. Mold had killed the germs! This second look, 69 years after the name Corby's came to Canada, led to the miracle drug, penicillin.



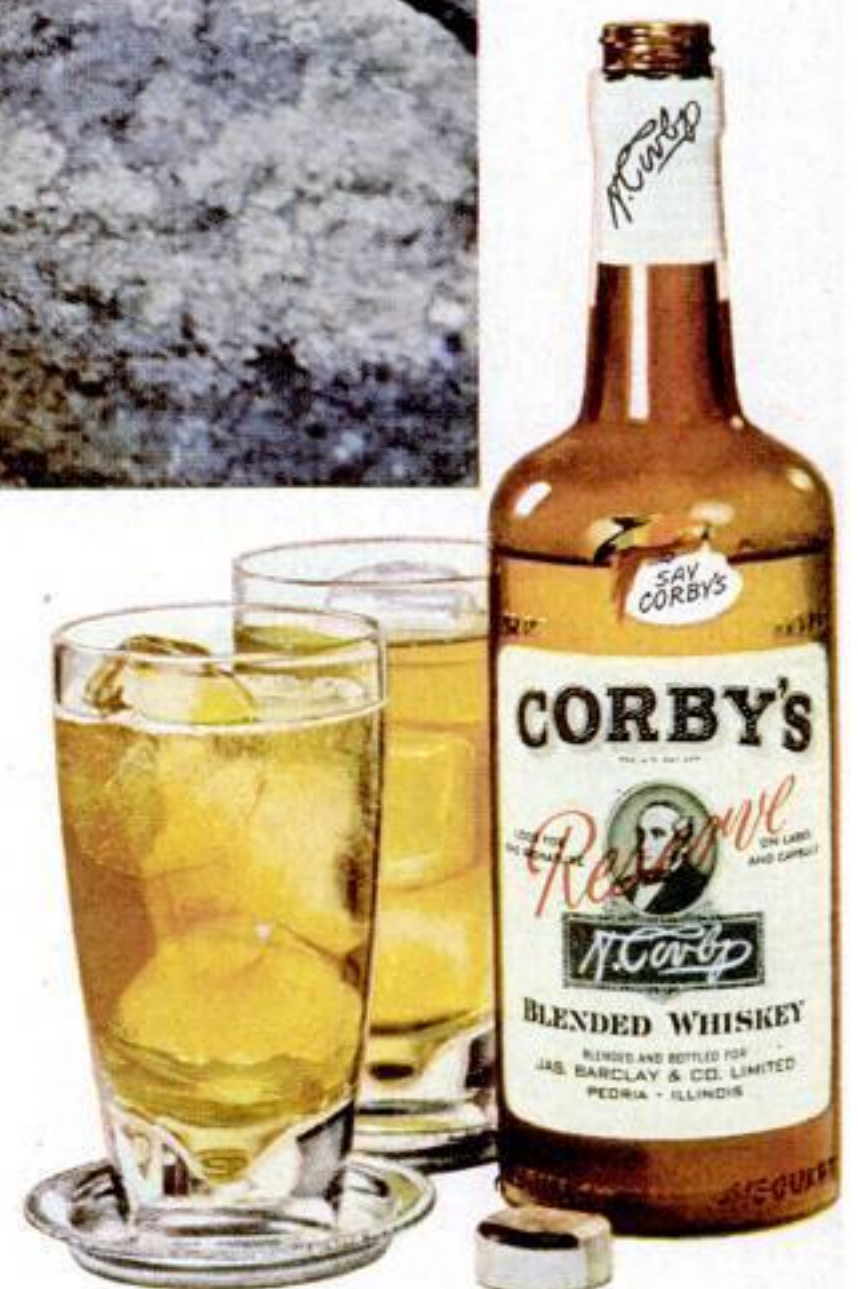
1950 You may make the next great find. It could be a rich deposit of uranium, a new life-giving medicine—or even a way to world peace. Luck's important, but sharp eyes and keen judgment are needed, too. Choosing a whiskey, too, is a matter for good judgment. Always call for Corby's, that light, sociable whiskey with a grand old Canadian name, *made famous by folks who wanted a better whiskey at a sensible price!*



CORBY'S.... a grand old name in Canada since 1859

AN AMERICAN PRODUCT

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois



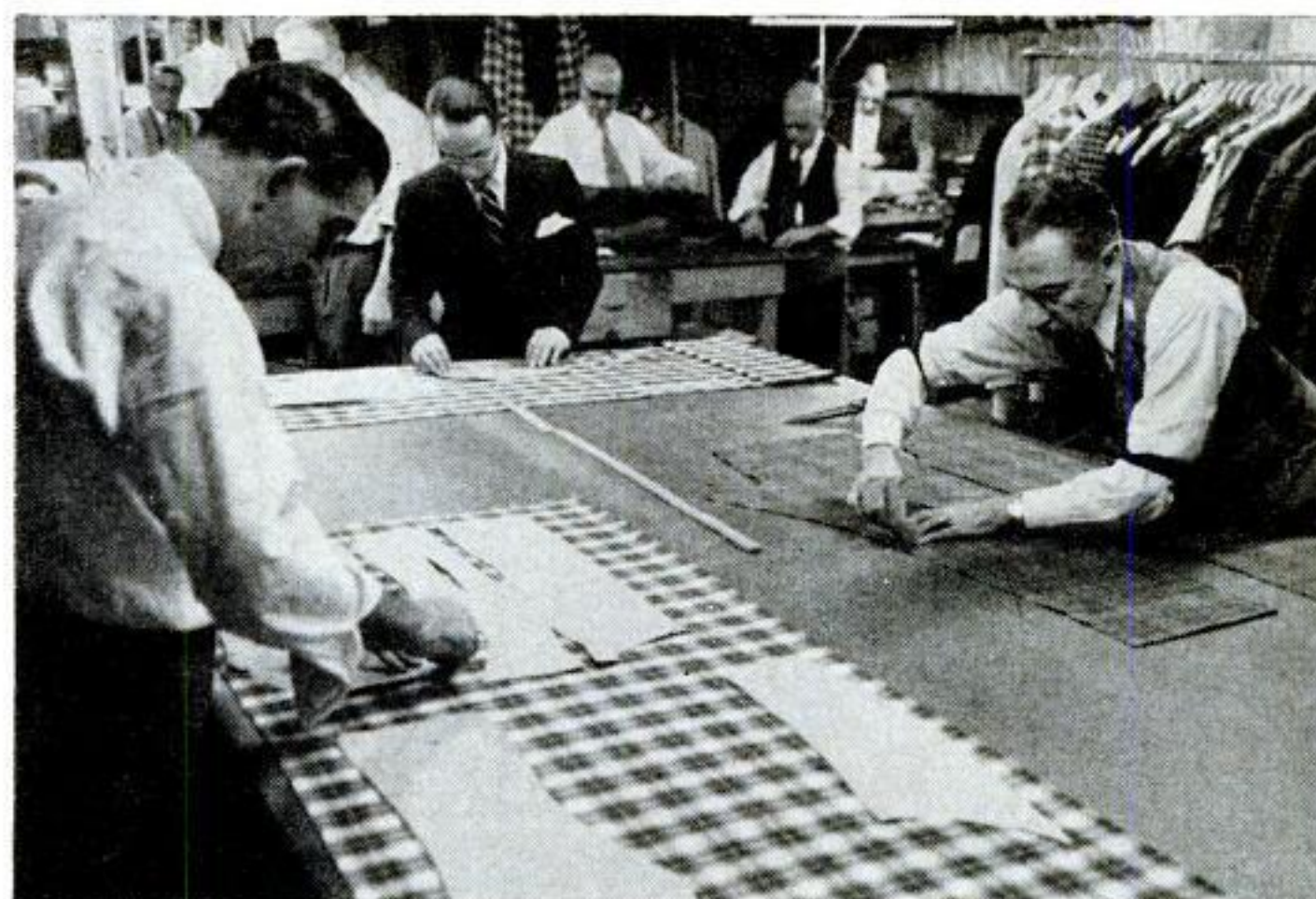


BILLY TALBERT, the tennis star, wears a clan MacPherson tartan dinner jacket. Its pattern is similar to King George's Royal Stuart dress tartan coat.

Men in Plaid

Americans boom the trade in tartans

When the British caught wind of the fact that American men were developing a fancy for bright tartan dinner jackets they were unhappy. In London, *Tailor and Cutter*, the haberdasher's bible, called them "deplorable," then was forced to backtrack when King George ordered a couple himself. "His Majesty," gulped the magazine, "will bring dignity to this garment." Tartans have been worn for some time by a few individualists, mainly in the east and mainly customers of a New York tailor called Chipp (who made the jacket above). This winter the Florida resort season established them as a real fashion. Now the big department stores are about to break out with plaid dinner jackets for what is expected to be a wide market. They are worn only by a host, never by a guest. For country-club clansmen who don't want to leave their tartans home, Chipp, whose plaid apparel ranges from garters to golf slacks, is turning out cummerbunds, jackets and "trews" (p. 126) that can be worn dining out.



CUTTING TABLE at Chipp's is covered with tartans. A tartan is the pattern of a particular Scottish clan. Plaid resembles a tartan but has no clan connections.



TARTAN VESTS worn with sports jackets are favored by these Yale undergraduates for informal weekend parties, cost from \$12.50 to \$25. Newest style



PLAID CAPS are popular at eastern boys' prep schools this spring. At Phillips Andover Academy this local shop has been selling students two dozen a

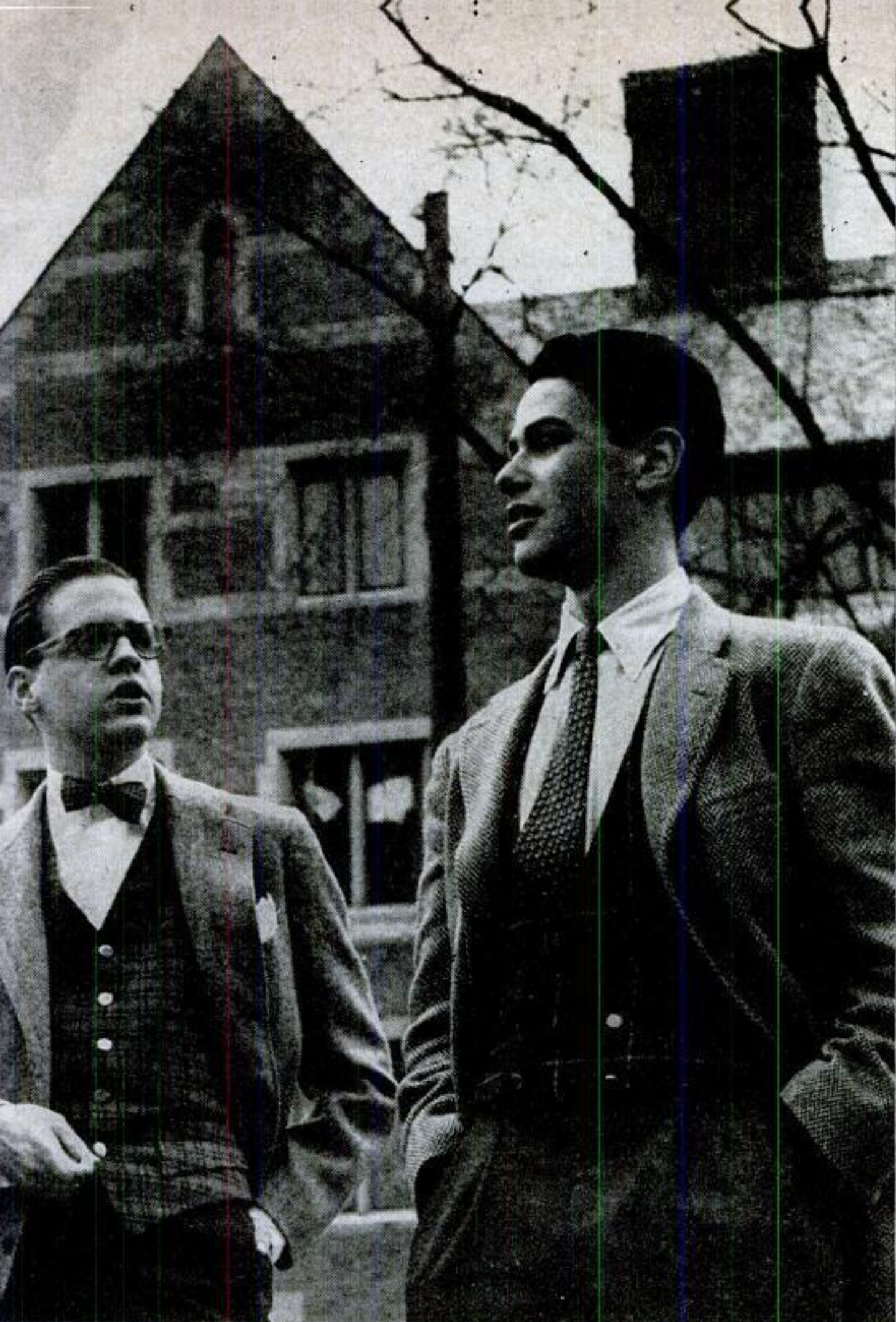


THE 1950 SPARTON Town and Country television line features the performance and tone made famous by Sparton, "Radio's Richest Voice Since 1926." Beautifully styled, soundly engineered and sold direct to your Sparton dealer at real savings for you. Shown: Model 5056, with big 12½" screen, for years of pleasure. In mahogany, \$249.95; in blonde, \$254.95. Others as low as \$169.95. See them at your Sparton dealer's today.

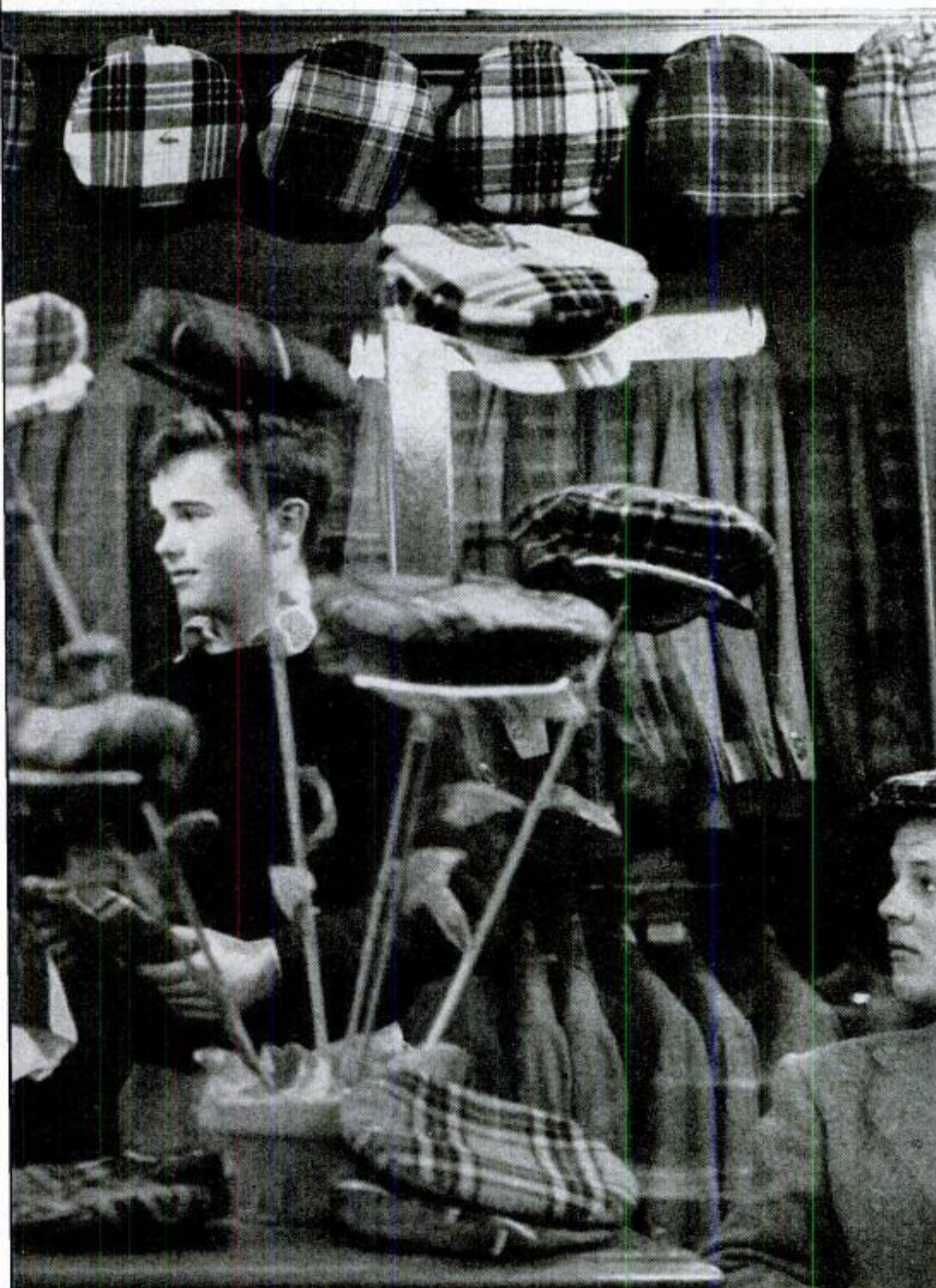
SPARTON RADIO-TELEVISION, DIVISION OF THE
SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN
MAKERS OF QUALITY AUTOMOTIVE AND ELECTRONIC
EQUIPMENT SINCE 1900.

Sparton
Town and Country
TELEVISION

RADIO'S RICHEST VOICE SINCE 1926



is doublebreasted cut (right). William Clow (second from right), who has one of campus's best vest collections, is also having plaid plus fours made for golf.



week at \$3.50 per headpiece. The girls have naturally snatched up this male fashion and are buying these boys' caps or Mary Lewis' girls' version for \$3.95.

CONTINUED ON NEXT PAGE

SERVES SO MANY *Automatically*

\$29.95

UNIVERSAL

Cook-a-matic

It Bakes • It Grills • It Toasts • It Fries

SPEEDS UP SERVING

Extra-large cooking space serves more people faster — up to 12 at once.

AUTOMATIC HEAT CONTROL

Control and Signalite varies cooking to your taste — signals for waffle baking.

QUICK-CHANGE GRIDS

Two sets of grids are interchanged in seconds for waffle baking — for grilling.

EASY TO CLEAN

Deep trough catches excess batter — spouts drain off grease. Just wipe with damp cloth.



*Price includes Federal Excise Tax and is Fair Traded in states where appropriate Fair Trade Acts exist.



Big in All-Around Use!

Big in Automatic Convenience!

What style, versatility and convenience Cook-A-Matic adds to parties and family meals! Its cooking surface is SO BIG — 226 square inches — that you can bake 4 waffles, toast 4 sandwiches, fry a dozen eggs, or grill 24 sausages at once!

It's automatic, too! Just set heat control for light or dark waffles, rare or well-done meat, light or dark toasted sandwiches.

Big inside, streamlined outside, Cook-A-Matic takes up small space. Get a Cook-A-Matic before your next brunch, lunch or party!

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

"A barrel of quality in every bottle..."

...and it doesn't take a barrel of money to buy it"

Old Quaker

STRAIGHT WHISKEY
Bourbon or Rye



PRICE REDUCED! The same time-honored quality and flavor. OLD QUAKER...5 years old...is offered to connoisseurs of fine aged whiskey at a greatly reduced price. Now more than ever—
"YOU DON'T HAVE TO BE RICH TO ENJOY RICH OLD QUAKER"

MEN IN PLAID CONTINUED



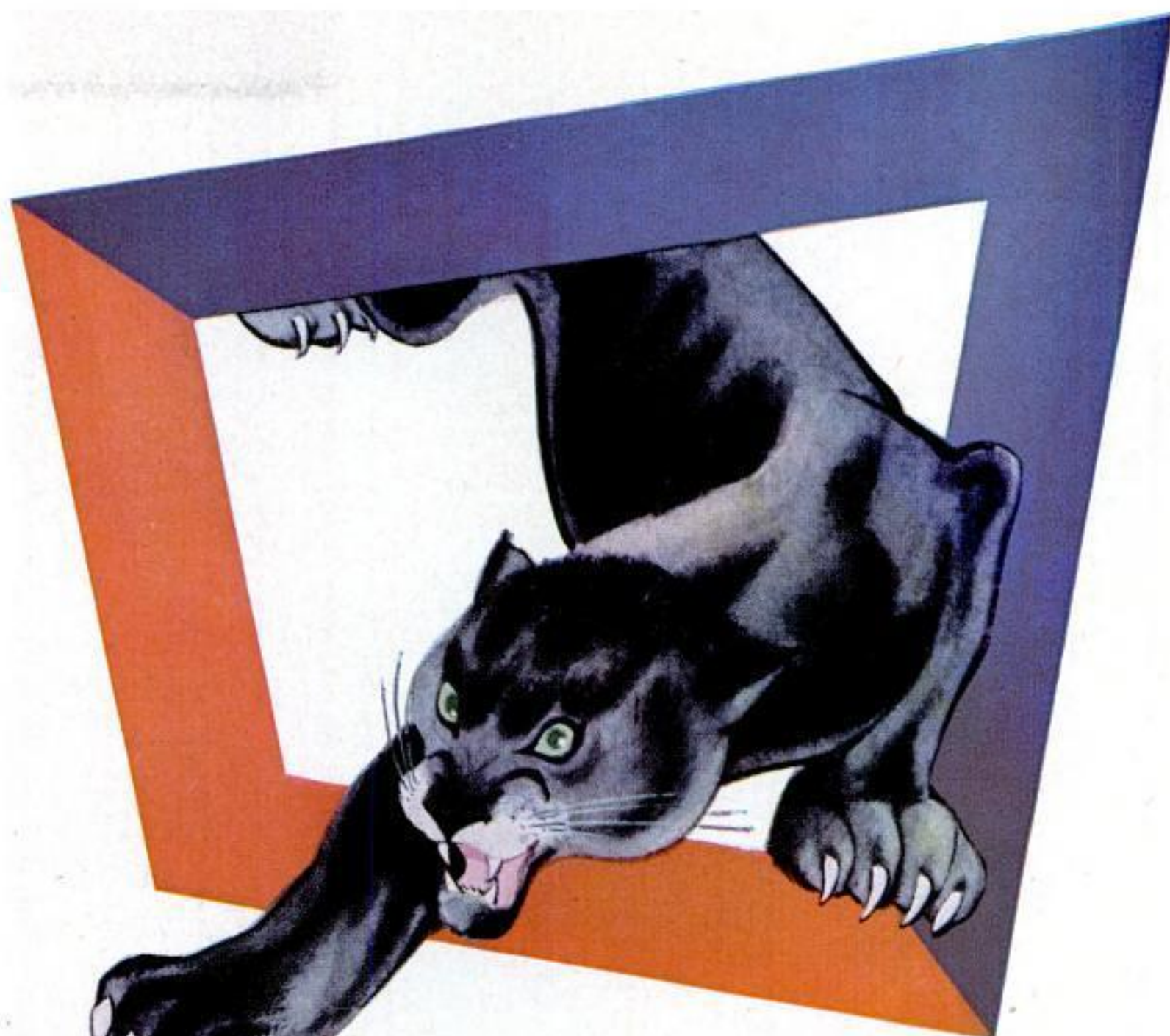
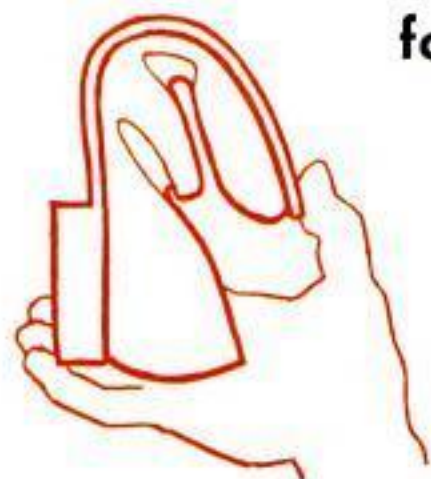
MILITARY MESS JACKET, like those of Scottish officers, is worn by New York Lawyer William O'Hearn Jr. with black evening trousers. It costs \$65.



HIGHLANDERS' TREWS, plaid pants tapered in to the ankle, are worn with a white dinner jacket, cost \$45. These are in best-selling Gordon tartan.

New fun for your feet

Now...a new kind of shoe
for a new kind of comfort



Ever meet a black panther?

We hope you never do, but we use him here to illustrate the supple, strong, light-on-your-feet flexibility of these Roblee Soft-Steppers.



Also in natural.

Also in natural, tawny tan, British tan or green; or in sand, blue or brown brushed leather, leather, crepe or yellow rubber sole.

THE NEW ROBLEE SOFT-STEPPERS

You know regular shoes. You know "casual" types. Here, actually, is a new type of shoe that gives revolutionary foot freedom.

Roblee Soft-Steppers fit the foot like a soft glove. The soles and uppers are supple and flexible enough to bend in the hand. They feel like a smart shadow on the foot.

Get out of those heavy winter-weights. Slip into Soft-Steppers for spring. See them at your Roblee dealer's—now! Roblee Division, Brown Shoe Company, St. Louis.



Also with vamp of woven leather, nylon mesh, white or brown bucko. Also in blue calf with blue bucko vamp.



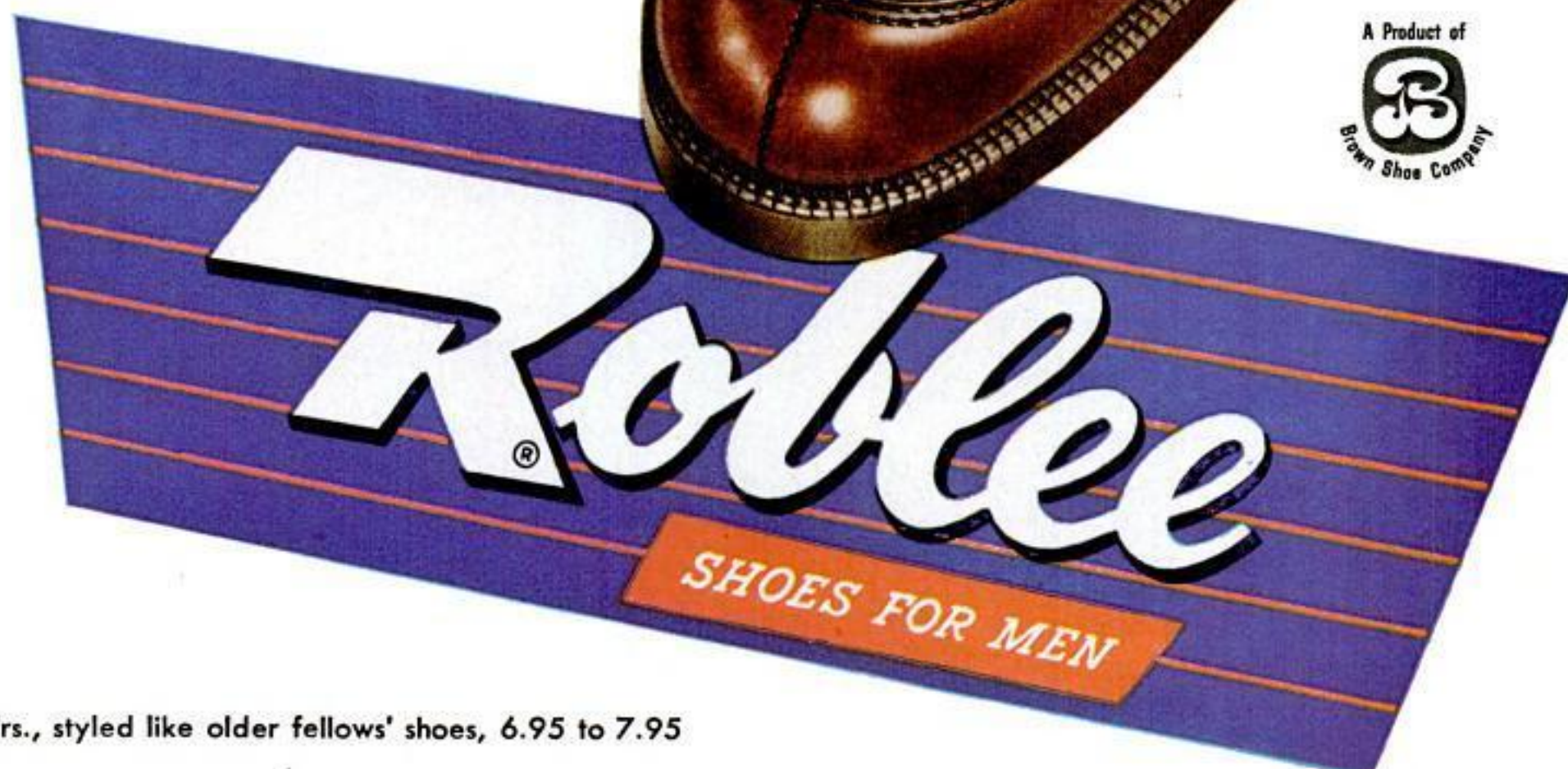
A Product of

Brown Shoe Company

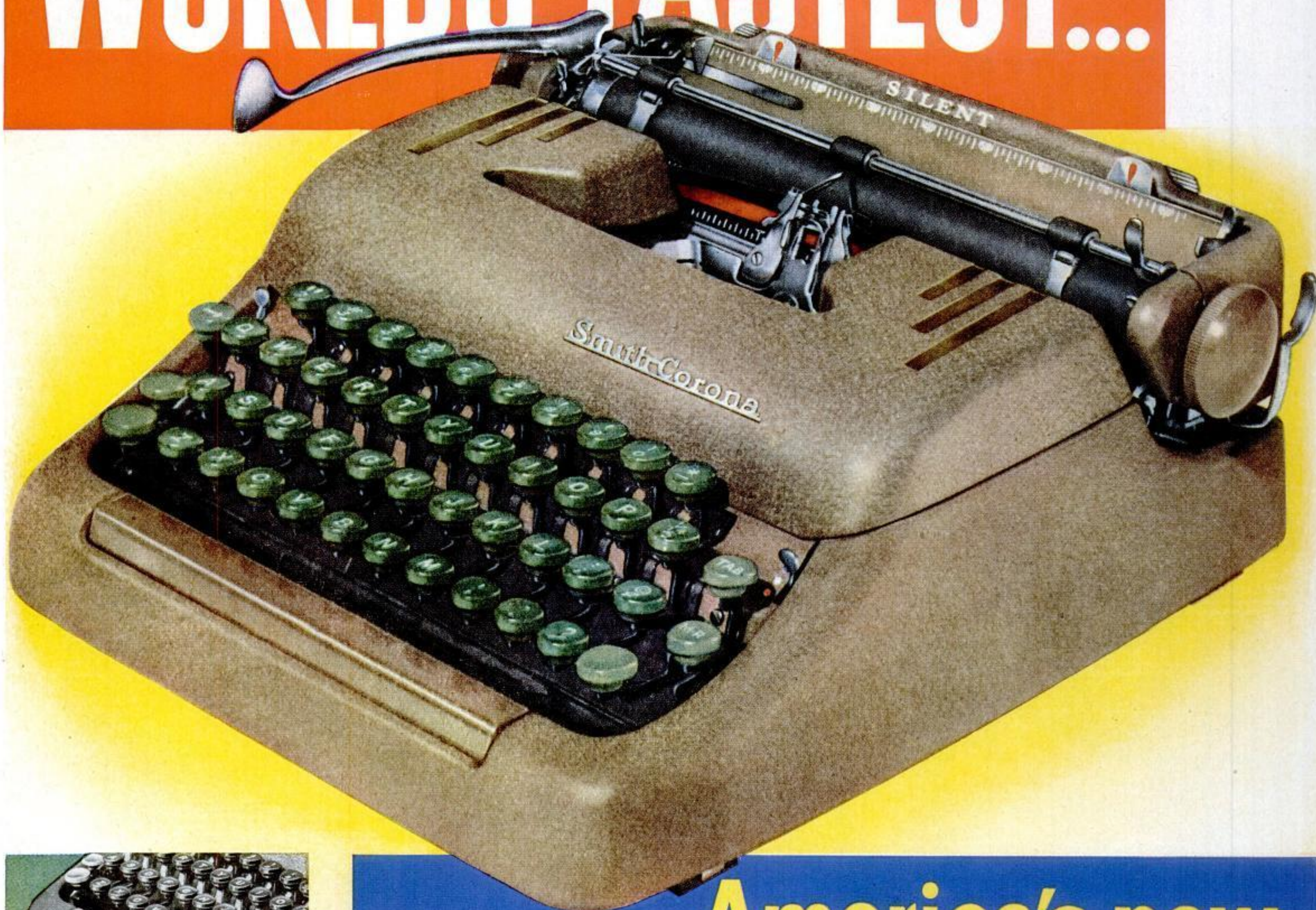
Shoes illustrated, **9.95** HIGHER DENVER WEST

Other styles, 8.95 to 14.95
Some styles higher

Roblee Jrs., styled like older fellows' shoes, 6.95 to 7.95



WORLD'S FASTEST...



NEW! COLORSPED KEYBOARD—Rimless, non-glare keys are "fingerprint-shaped" to cup your fingertips. Key-letterings can't wear off!



NEW! QUICKSET MARGINS—Simplest, easiest ever! Just depress Pointers and slide them along Paper Scale. And you can see the settings!



NEW! ACOUSTICAL VENTS—New, quieter operation! Typing noises are muffled by enclosed design and vented out rear of chassis!

...America's new Favorite in portables!

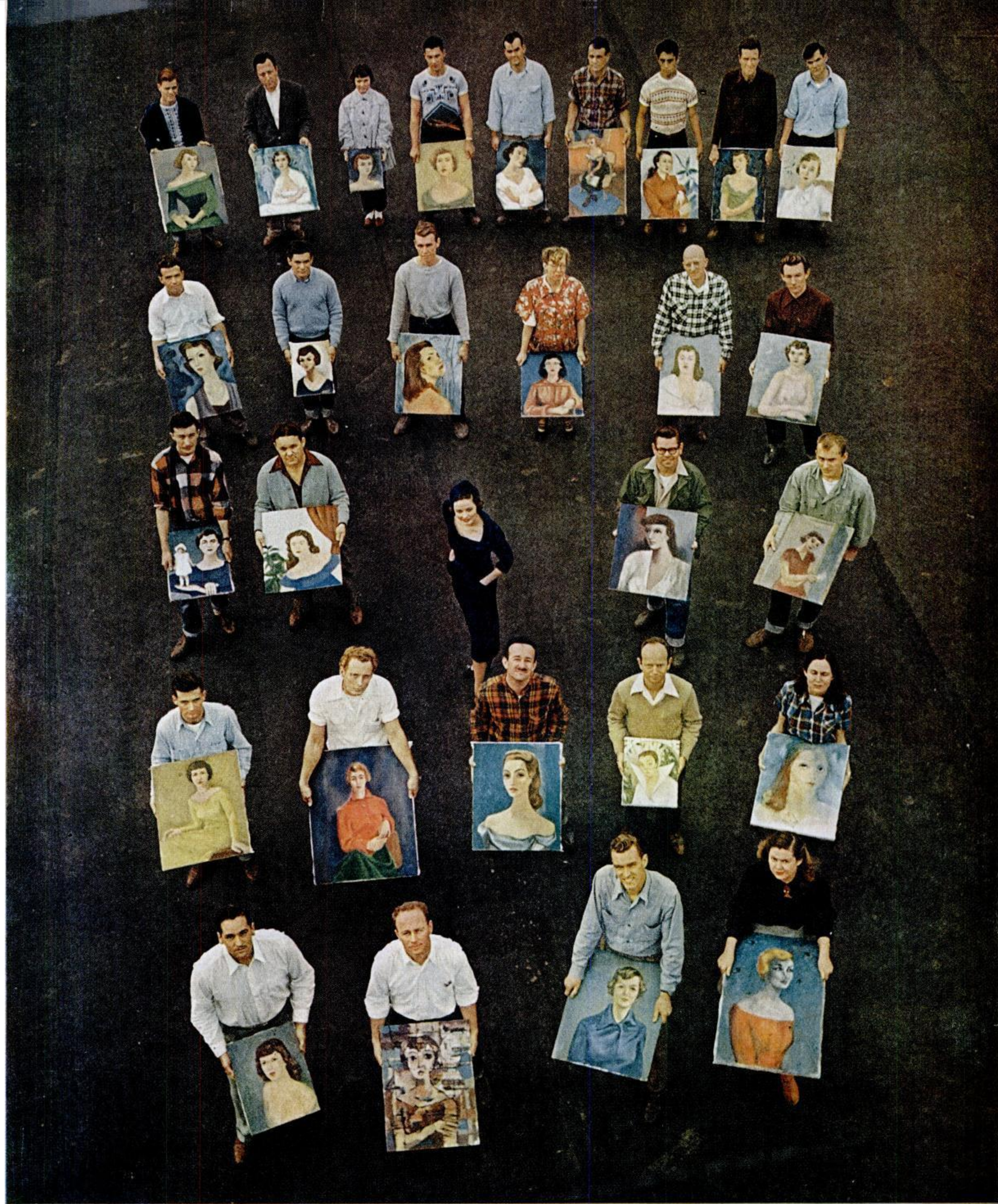
★ It's the All-New Smith-Corona . . . and, whether you're six or sixty — expert or beginner — it's bound to be *your* favorite, too! You'll know what "World's Fastest" means, the minute you feel its new, "peppier" touch — its smooth, lightning-fast response . . . and there's less chance of jamming the keys than ever before! Has the easiest margin-set system ever offered on a portable . . . a new *Line*

Retainer that "remembers" the writing level, if you release it to type between-lines . . . a new *Super-Speed Escapement* that lets the typebars print and snap back faster than on any other portable . . . plus full-size office typewriter keyboard, of course.

See your Smith-Corona Dealer *now* for a complete demonstration, prices and convenient payment terms!

The All-New Smith-Corona

L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y Canadian factory and offices, Toronto, Ontario.
Makers also of famous Smith-Corona Office Typewriters, Adding Machines, Vivid Duplicators, Ribbons and Carbons. © 1950



MULTIPLE TIERNEY

Students do imaginary portraits

The Chouinard Art Institute in Los Angeles recently devised a whimsical painting exercise for its students. It gave them the photograph of an unnamed 3-year-old child (*following page*) and told them to paint her as they imagined she might look as a mature woman in her 20s. The students worked for a week. After they had finished their portraits

they were informed that they had been painting from a baby picture of Movie Actress Gene Tierney. Miss Tierney herself came around to see the results and posed with some of the students and their portraits. She thought the painting in the bottom row (third from left) was the best likeness, even though it gave her an unnaturally prim look.

CONTINUED ON NEXT PAGE

New Worlds of Beauty for YOU

Heavenly skin loveliness for
your face, your hands, your body

Max Factor
HOLLYWOOD



CORINNE
CALVET
A Hal Wallis Star

Suddenly, you can soften, smooth, cleanse your skin, overcome dryness without time-consuming, messy skin-care routine! Max Factor's amazing new cream discoveries in these magical new dispensers bring you *everything* you've ever wished for to simplify your daily skin care!

SATIN FLOW CLEANSING CREAM...

Now, immaculate skin cleansing *without greasy after-film*. Feather-light! Penetrates faster! Removes make-up easily, thoroughly! Leaves your skin clean, cool, refreshed.

It flows...just squeeze the non-breakable dispenser. No annoying under-nail cream deposits. \$1.25



NIGHT FACIAL STIK...The new way to keep your face and throat soft, smooth, young-looking and to overcome dryness, *without annoying excess film that soils hair, linens*. For the first time, a night cream in stick form...easier, neater, nicer to use. \$1.50



WORLD OF BEAUTY LOTION...

Heavenly new softening, smoothing cosmetic for hands and body. Fragrant! Whisper-light! Quick-absorbing! Non-sticky! A dispenser so clever that *annoying caps and bottle breakage vanish forever*. Just squeeze... a "World of Beauty" is in your hands. \$1.00



World of Beauty Lotion PURSE DISPENSER...Just tap, tap, tap for *instant hand care, anywhere!* So convenient, you'll wonder how you ever did without it. In smart gold-finish. Contains a week's supply. Easily refilled. \$1.00

Beauty Care, *Streamlined* for the Woman of Today...by **MAX FACTOR • HOLLYWOOD**

All prices subject to tax



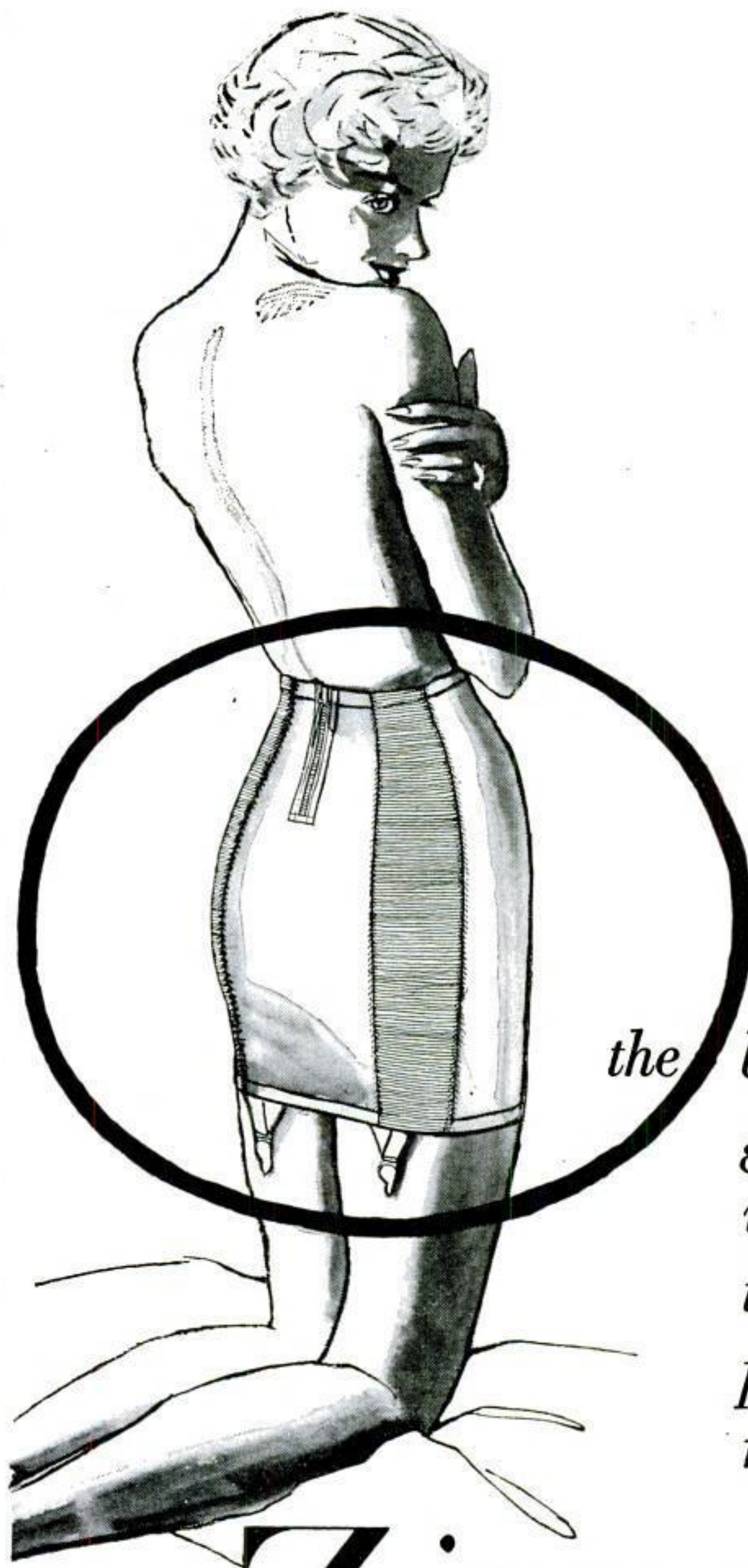
PHOTOGRAPH STUDENTS PAINTED FROM SHOWS MISS TIERNEY AGED 3

THE MODEL SEES THE RESULTS

Inspecting the paintings which the Chouinard students had done from her baby photograph, Gene Tierney bubbled over with her impressions. One of the portraits she said made her look like the "president of her class at high school." Another she labeled a "portrait of a lazy woman." She described a third as a prospect for a psychiatrist, while in others she thought that she looked as though she had never left home and "like a press agent's idea of sex appeal." Confronted with the painting shown below, however, Miss Tierney was speechless.



IN CLASSROOM Miss Tierney studies imaginary portrait of herself while the student artist stands expectantly, waiting for comment which never came.



the back-zip
girdle
with
the
pull-on
mold

Zipmold^{*}

Yes, you can do it...
just slip into a zipper
girdle and actually
achieve those long, fluid
lines you love in a pull-on.
For Zipmold's strategically
placed zipper curves to the
small of your back—takes
and holds you inches
in with lightweight but firm
determination. And
Zipmold's elastic gusset
under the zipper
fixes your girdle in place;
no hooks...no eyes...
it zips in a flash and will
never, never buckle or bulge.

in panty styles, too!

Illustration—4-section satin Lastex® and nylon net.
White, pink, blue or black.
14" or 16" length—**\$5.95****
Other Zipmold girdles and
panty girdles—\$5 to \$7.50

Available at your local store or write:
YOUTHCRAFT CREATIONS, Inc.
36 EAST 31ST STREET, NEW YORK 16, N. Y.
In Canada: Janesse Ltd.

by *Youthcraft*

the girdle with the lingerie look

*T/M PAT. APP. FOR ** SLIGHTLY HIGHER WEST OF ROCKIES



THREE TIMES AROUND THE GOLDEN MERU, WHERE KING ANANDA OF SIAM IS TO BE CREMATED, MARCH THE CHIEF MOURNERS.

Cremation of a King

SIAMESE DUTIFULLY BURN ONE RULER, WELCOME ANOTHER



THOSE WHO HAVE ROYAL RANK ARE SHADED BY FIVE- AND SEVEN-TIERED SILK UMBRELLAS SHAPED LIKE TALL WEDDING CAKES

In a sunny royal park in Bangkok on March 29, while a cannon roared a salute each minute, a ceremonial procession moved slowly around a high, gilt tower. The shimmering air was filled with sandalwood incense and the monotonous sing-song of Buddhist priests. The spectacle was one that only Thailand—better known as Siam—ever sees, and then rarely: this was the cremation rite of a king of the Chakkri dynasty (*p. 142*). The body to be burned was that of young King Ananda who died in 1946 of a mysterious bullet wound from his own gun.

The cremation occurred in a land which is singularly happy in today's Asia. In Siam there are simple joys and enough food for all the 18 million tiny, shy

and guileless people who live in its temple cities, its teak and rubber forests and tiger-infested hills. An old kingdom, unscarred by colonial exploitation, it is so far not seriously menaced by Communist neighbors. Its fairy-tale existence reaches its most fanciful heights when a king is cremated. Ananda's funeral had been postponed until his 22-year-old brother, King Phumiphon Aduladet, could leave school in Switzerland to be present. From Phumiphon's arrival until his brother's body was consumed in the tower called the Golden Meru (symbolizing heaven), *LIFE's* David Douglas Duncan and Dmitri Kessel, aided by Prince Kavila of Siam and others, produced the unique record shown on these pages.



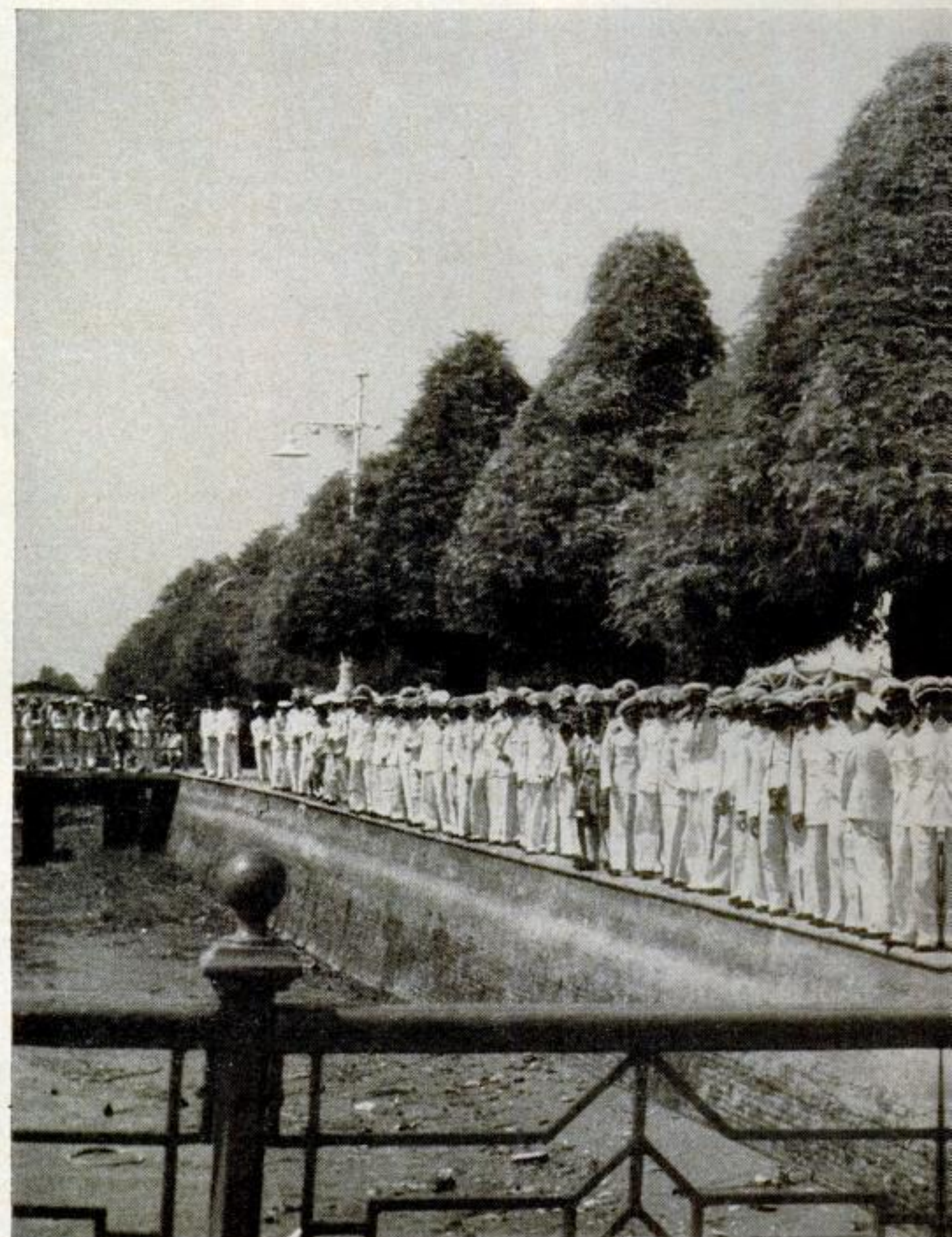
KING'S CREMATION CONTINUED



KING'S HOMECOMING on March 24 is watched by crowds of Siamese standing beside the Chao Phraya River as the royal cruiser *Sri Ayuthia* arrives.

PHUMIPHON'S RETURN

Young King Phumiphon had left Siam for school in Switzerland in 1946, just 60 days after Ananda's death. As he departed, his faithful subjects tearfully tossed jasmine flowers under the wheels of the car taking him to Bangkok's airport. His homecoming was a more pompous and more joyous occasion. At a sand bar down river from Bangkok, he transferred from the Danish liner *Selandia* to the shiny 2,400-ton cruiser *Sri Ayuthia*, pride of the Siamese navy. On board he was invested with the rank and white uniform of admiral of the fleet. As he set foot again on Siamese soil, three small airplanes dropped flowers by parachute and showered the happy city with popped rice, Siam's



NATTY NAVY OFFICERS line riverbank, cameras in hand, waiting for Phumiphon to pass. Like these officers the king is an amateur photographer.

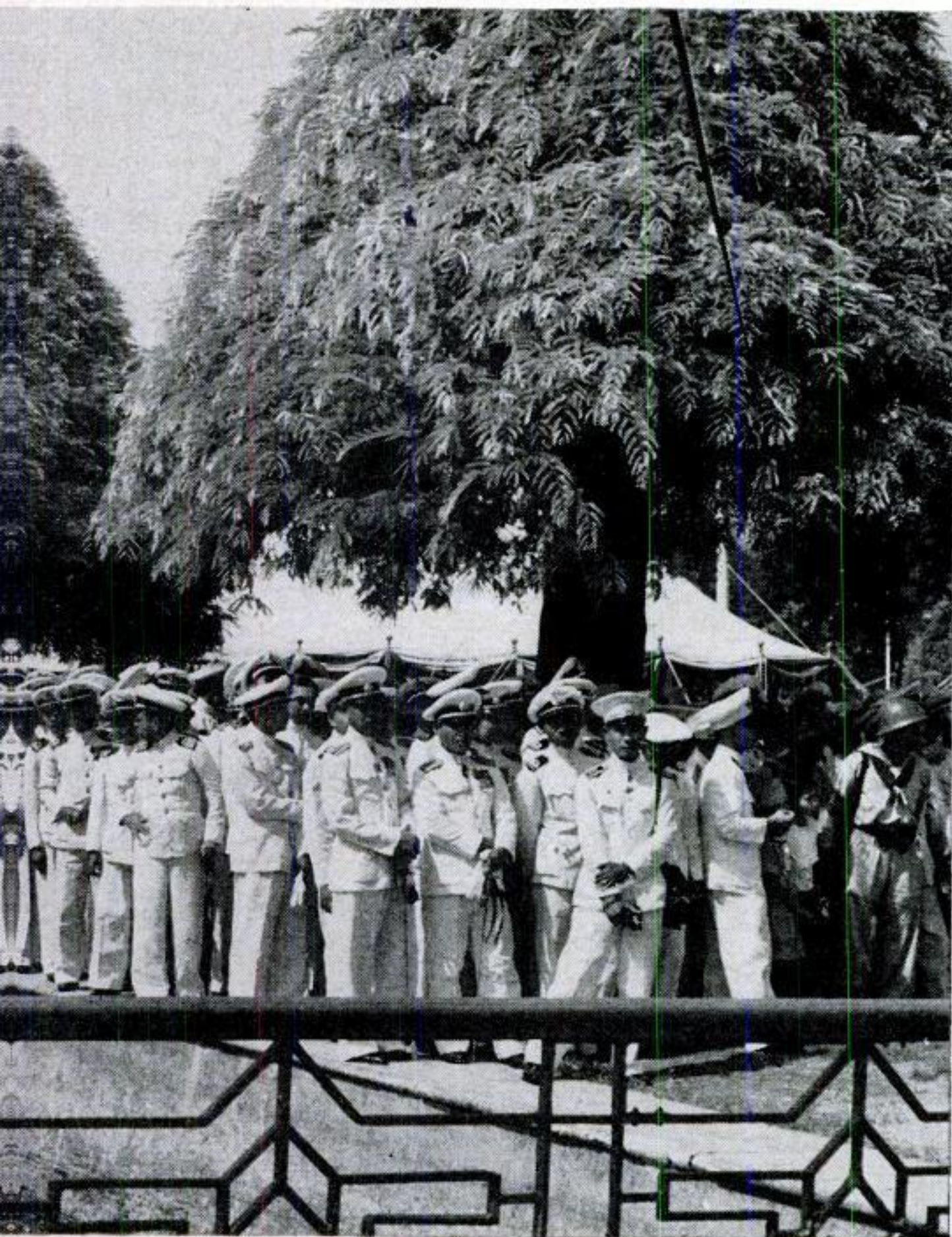
← ON TEMPORARY THRONE KING HEARS WELCOMING SPEECHES



KING'S SAFETY is the concern of submachine gunners stationed outside the pavilion where welcome speeches were made. No violence marred the day.

PLEASES HIS PEOPLE

gift of greeting. His people were happy that on April 28 he would marry dainty 18-year-old Princess Sirikit Kitiyakara and on May 5 would accept the crown of the Chakkri dynasty. They wistfully realized that, right after this, he would return to Switzerland to finish his education and resume his jazz playing (*LIFE*, Feb. 20). But there at least he would be far away from the bitter political rivalries of the small ruling cliques of Siam and would not be dangerously involved in the current struggle for power between the factions of Premier Phibun Songgram and of exiled ex-Premier Pridhi Banomyong. Phibun was once pro-Japanese; Pridhi is reportedly flirting with Asia's Communists.



The Siamese navy has more than 5,000 men and a fleet of small but fast ships. The cruiser that carried Phumiphon into Bangkok was built in Japan in 1938.



POMP AND POWER are awaiting the king as he marches ashore at the capital under a royal orange umbrella, escorted by soldiers in ceremonial uniforms. Sword of state, symbol of the king's power, is carried by naval aide, at king's right (*above*), by another attendant as the king enters his open Daimler (*below*). The Prince Regent had custody of the sword until Phumiphon returned.



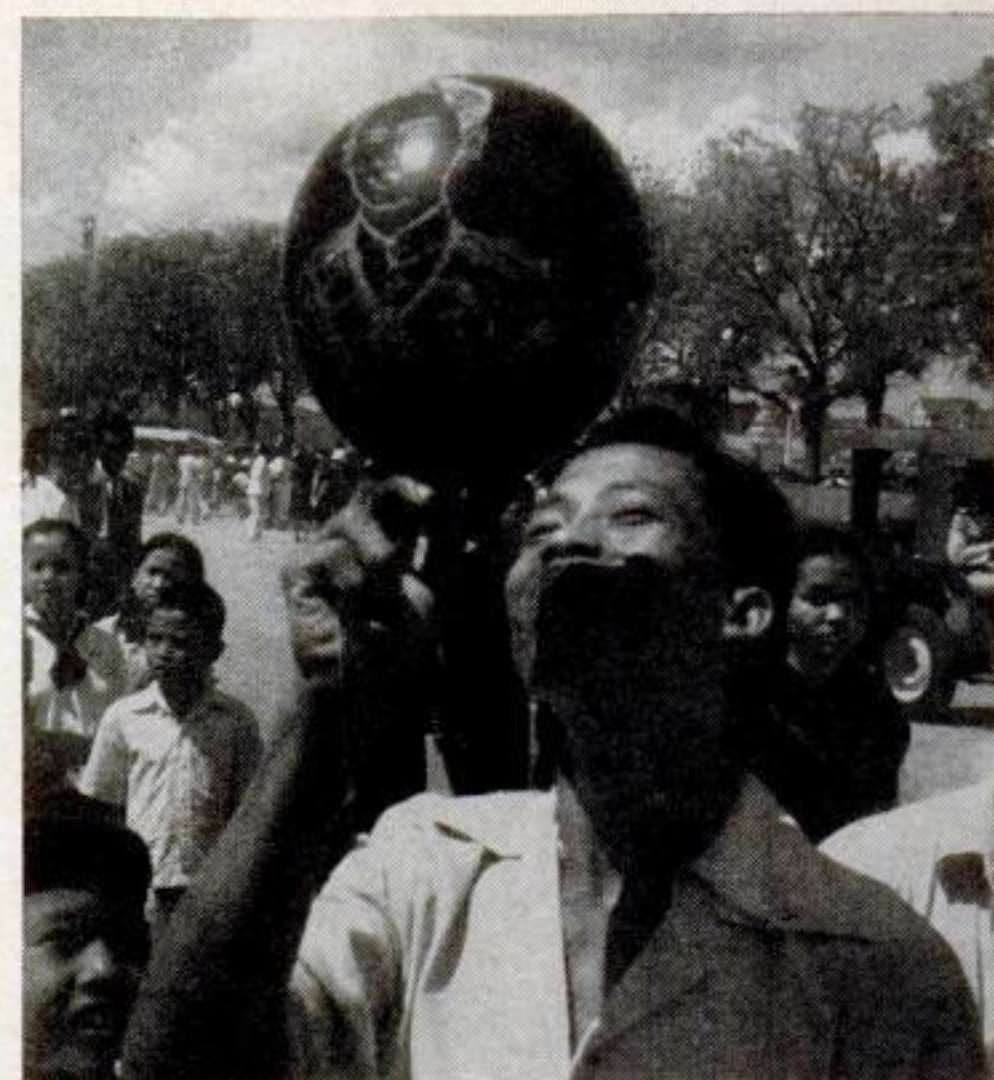


PATRIARCH AND PEOPLE shared in the mourning for Ananda. The Prince Patriarch (*above*), now 77, the grandson of King Mongkut (*p. 142*), was appointed for

life to be head of the Siamese Buddhist church. Below: Bangkok commoners pray for the late king, who under the law was a Buddhist and also patron of other religions.



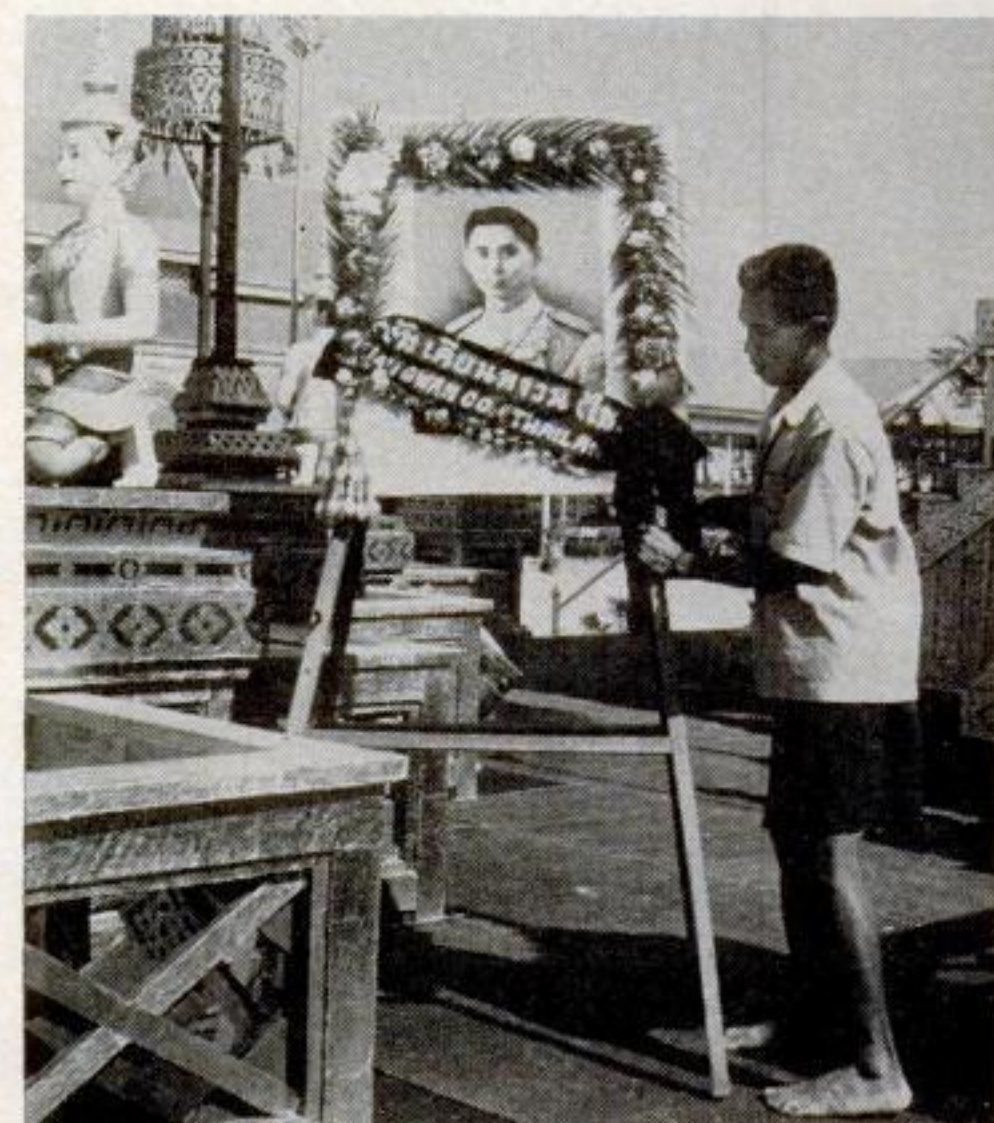
KING'S CREMATION CONTINUED



BLACK BALLOON with white sketch of Ananda on it is one of 20,000 made by promoter for sale to the crowds.

PATRIARCH LED THE MOURNERS

Despite Ananda's popularity and the national mourning led by the Prince Patriarch (*left*), the Siamese watched the rites without wailing or many tears. They respect their kings deeply but quietly. To them a king is "Great God on My Head." Until King Chulalongkorn abolished the practice in the 1870s, the head of every man, woman and child in Siam was shaved as a symbol of absolute mourning when a king died. Their school lessons still teach them that one never directly addresses the king but speaks to the dust beneath his feet. But despite this respect for royalty it still was quite proper for the commoners to buy toy balloons painted with Ananda's picture (*above*). They flocked to the cremation ground (*pp. 138-139*), which Bangkok citizens use at other times for kite flying, to watch the parade. They were vastly impressed by the ceremonies, but there was still a lot of talk about the good old days of even greater spectacles, before economy programs eliminated the royal elephants on which the leading princes once rode in supreme funereal grandeur.

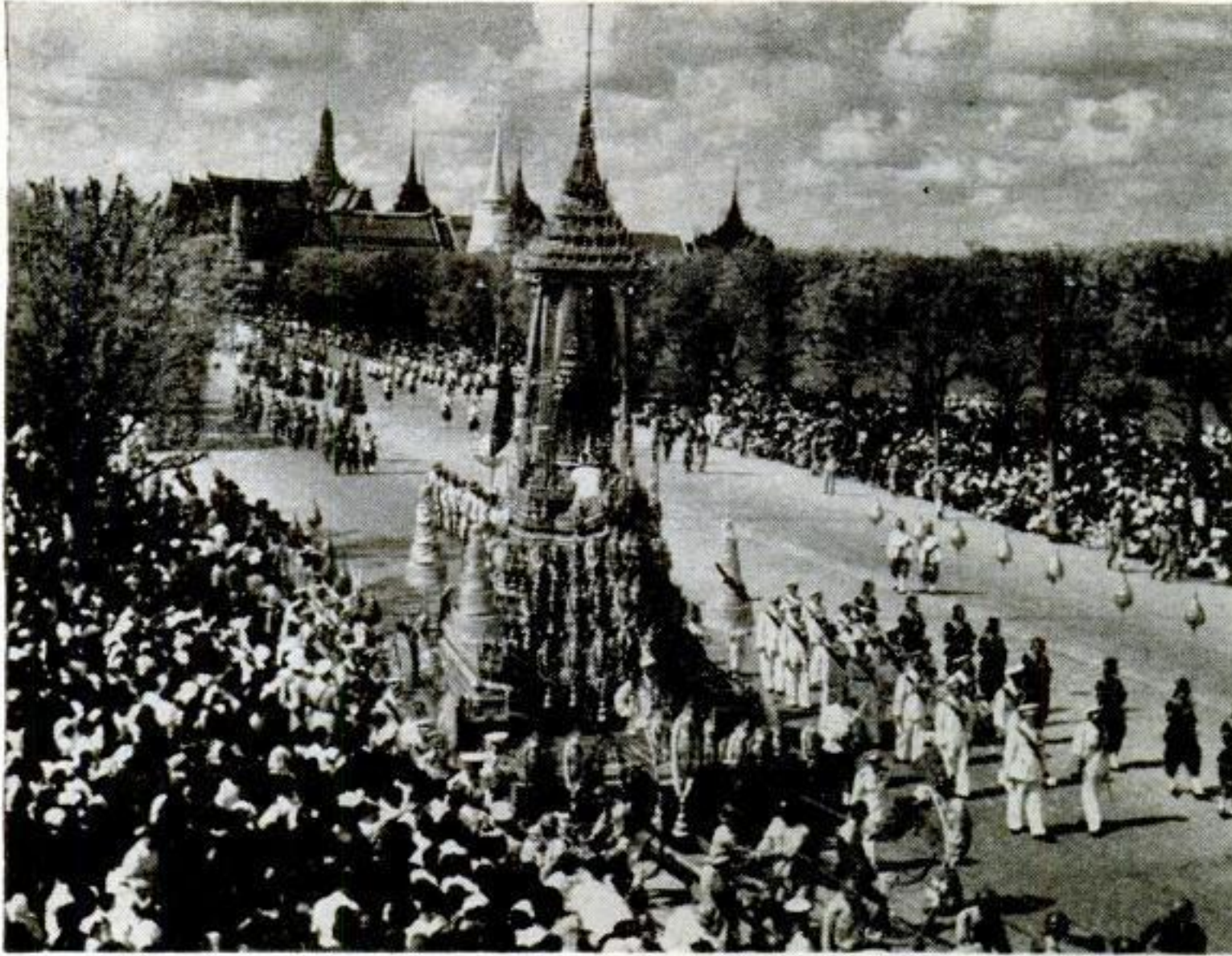


FLORAL WREATH framing Ananda's picture, gift of a Chinese firm, is set up at funeral beside a Siamese idol.

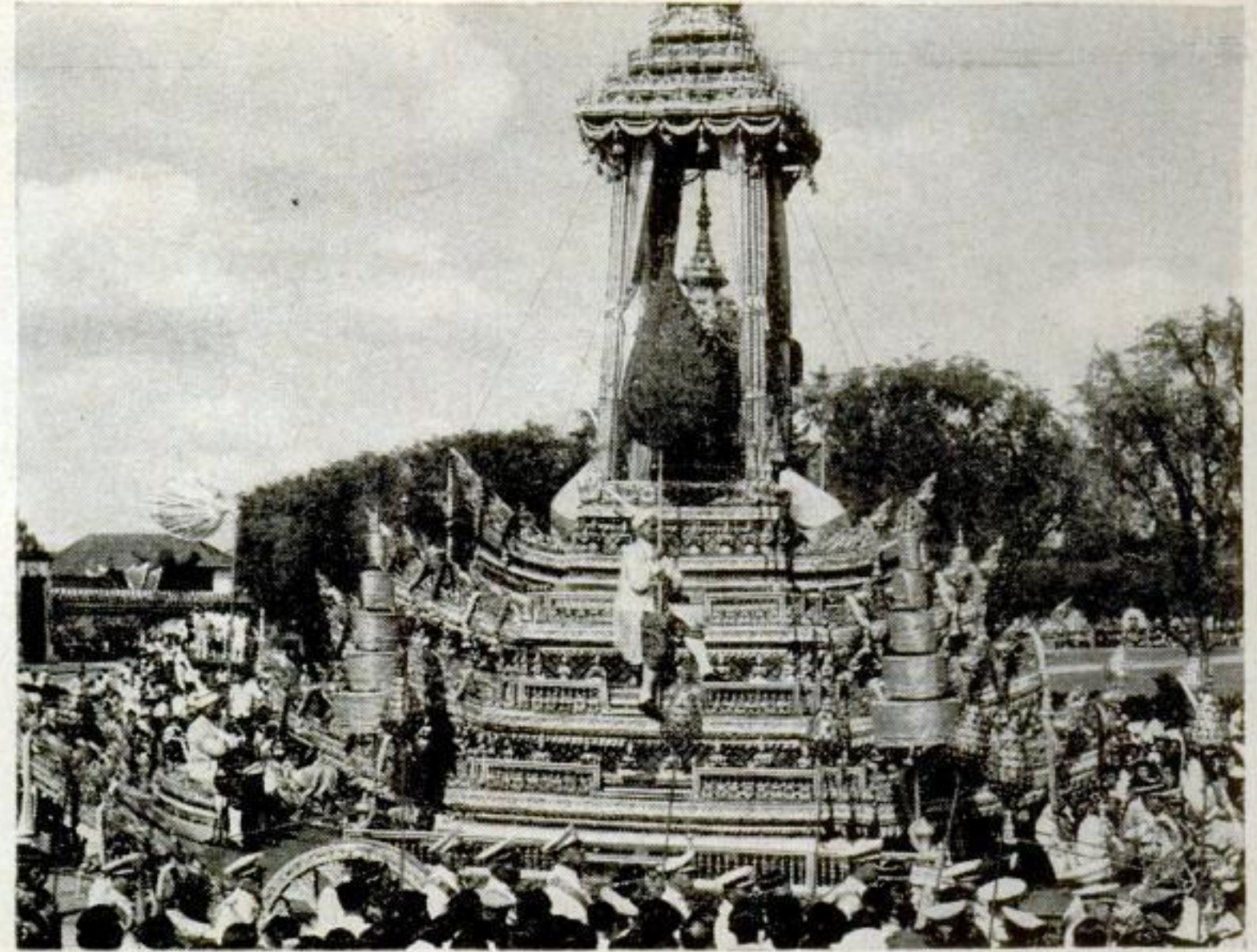


SIAMESE SOLDIERS wearing the medieval helmets and ornate garb of Siam's former armies rest after leading the cremation day procession. Their skirtlike panungs are

the traditional Siamese substitute for trousers. They are fitted much like loose diapers, pinned up in back. Siam's army has frequently fought the navy for governmental power.



1 King Ananda's funeral procession began at 9 a.m., moved along Rajadamnern Avenue, past famed Temple of Emerald Buddha (*background*). The 195-year-old, 42-ton Royal Chariot, being pulled by soldiers and sailors, bears Golden Urn with king's remains.



2 Royal attendant, trained as mortician, perches on tier on side of chariot and two others crouch higher up. Their job is to keep guard over the urn, shade it with leaf-shaped fan from the sun and ensure Ananda's safe passage to his final resting place.

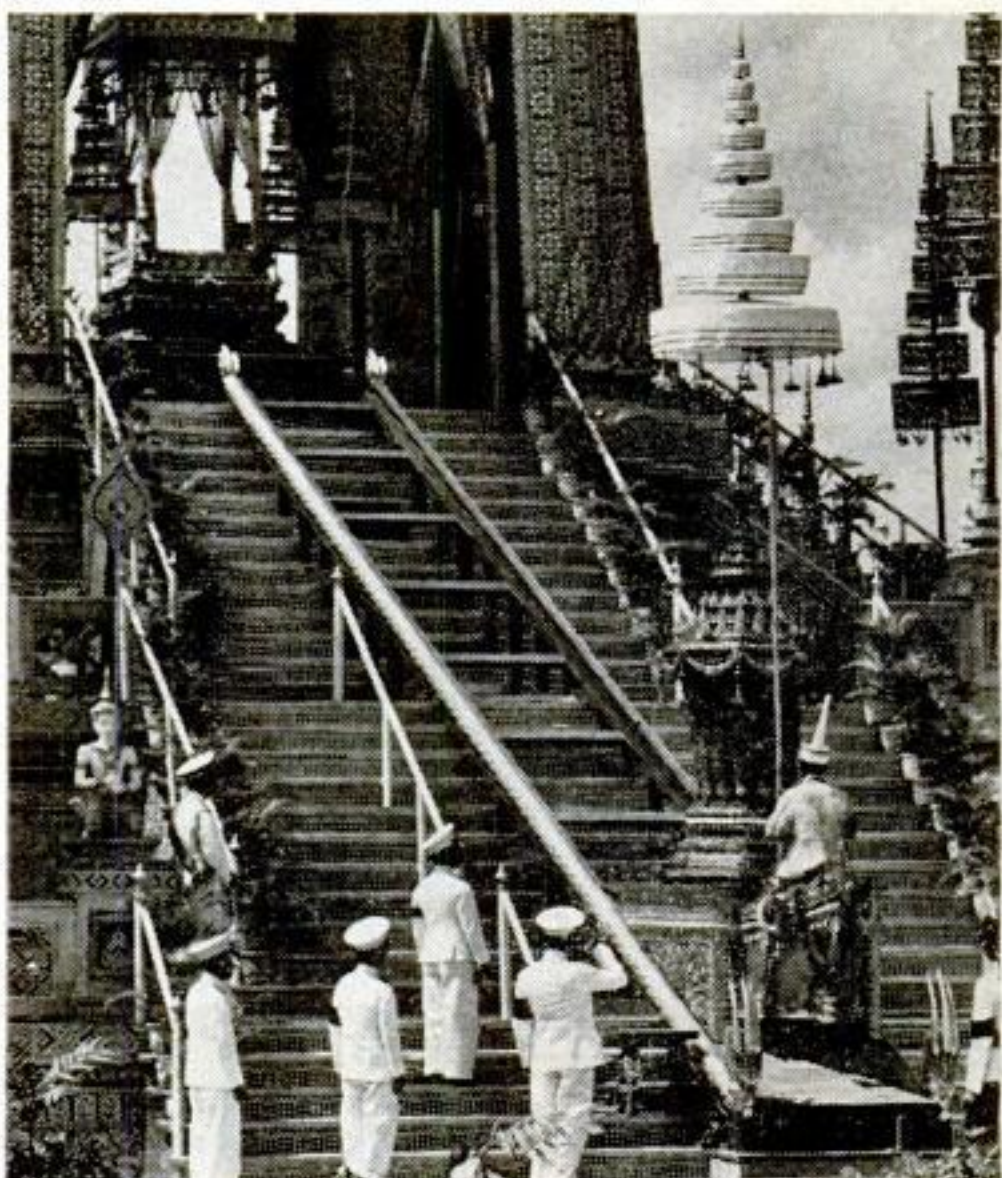


6 The urn and the chief participants in ceremony circle the Golden Meru, or cremation altar (*center*), three times, going counterclockwise—which in Siam signifies

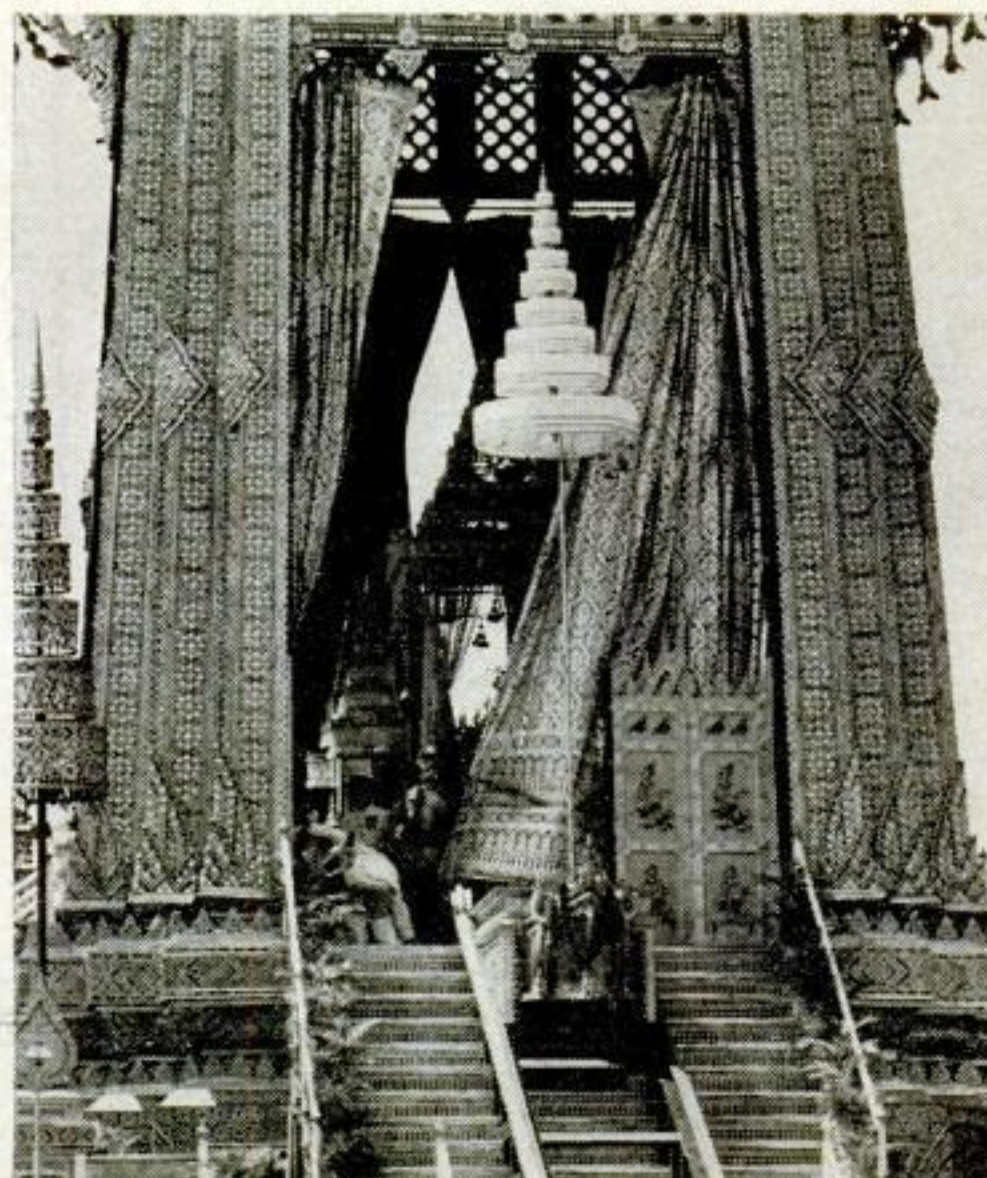
mourning. The Meru was made of gilt, plaster, paper and glue for this occasion and took four months to construct. Its materials are all new and may never be used again.



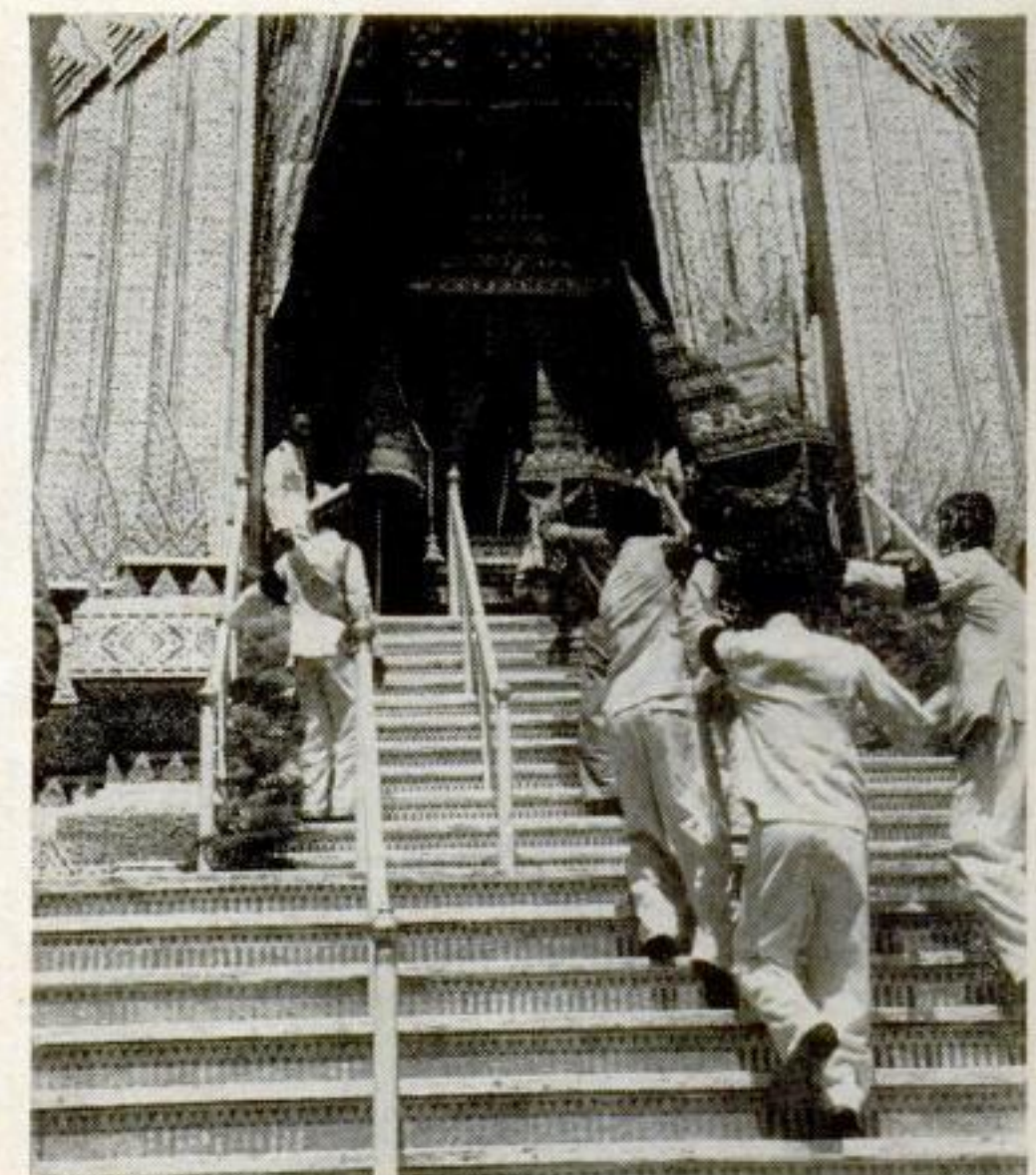
7 In white dress uniform and shaded by his own umbrella, made of orange satin interlaced with gold thread, King Phumiphon follows the caisson as it circles the Meru.



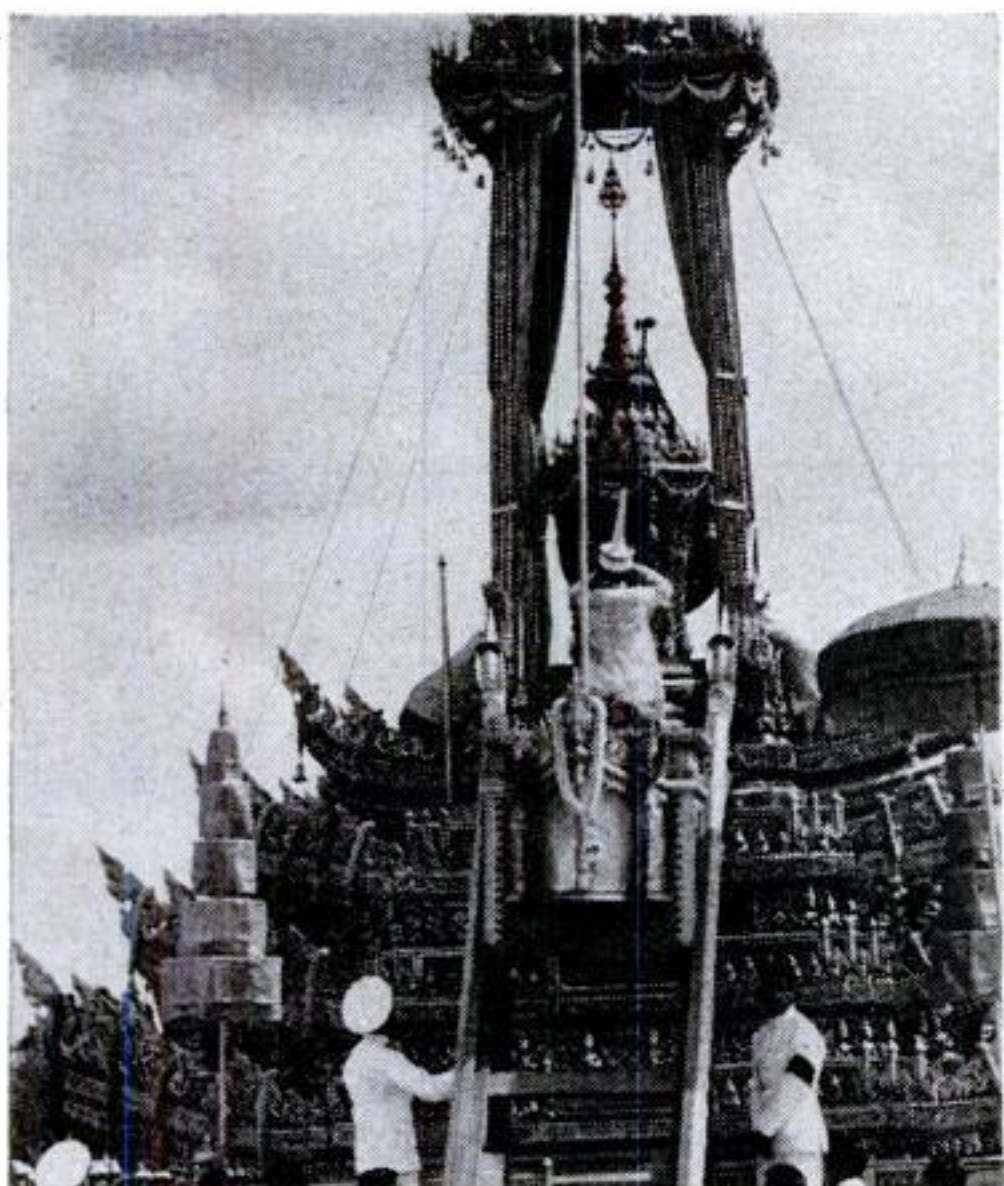
10 At foot of pyre, urn is moved onto elevator which takes it to top. It is guarded again by attendant and shaded by nine-tiered umbrella denoting king's rank.



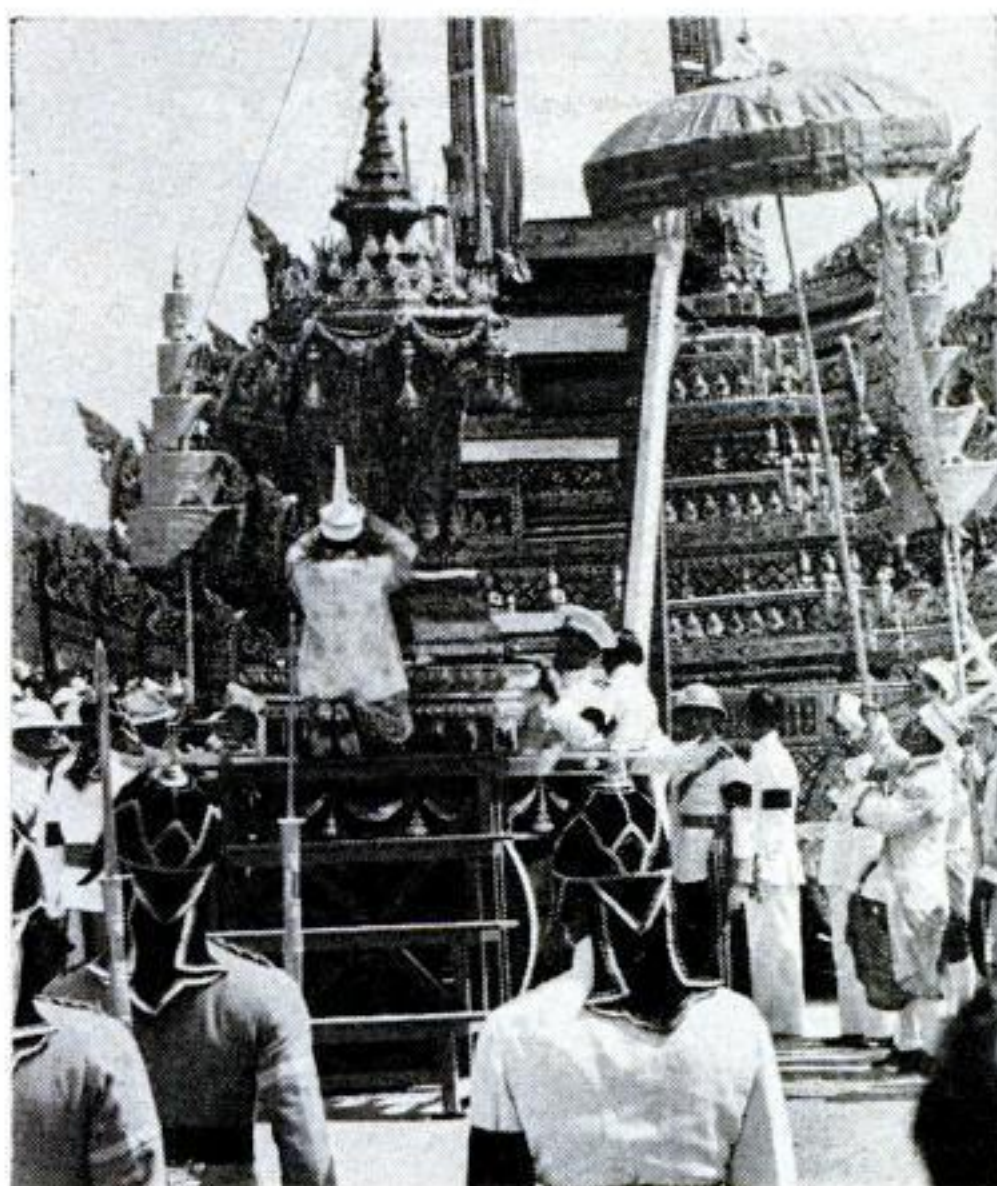
11 The urn is removed from the elevator and placed inside pyre as the ornate gold and scarlet drapes sweep shut on three sides. Royal umbrella is then taken away.



12 At other side of pyre, attendants hurriedly remove the gold-covered shell of urn, which is too valuable to burn, replace it for cremation with one of sandalwood.



3 Up an inclined elevator slowly raised by hand cranks goes chief attendant, who prays intermittently and wears conical hat. He will accompany urn as it is lowered.



4 Down the elevator to waiting caisson come attendant and urn, shaded by a gold-threaded umbrella. Spectators maintain absolute quiet during this ceremony.



5 The urn continues journey on the Royal Caisson. It is still symbolically shaded by fan and umbrella, but gold and jeweled decorations glitter brightly in the sun.

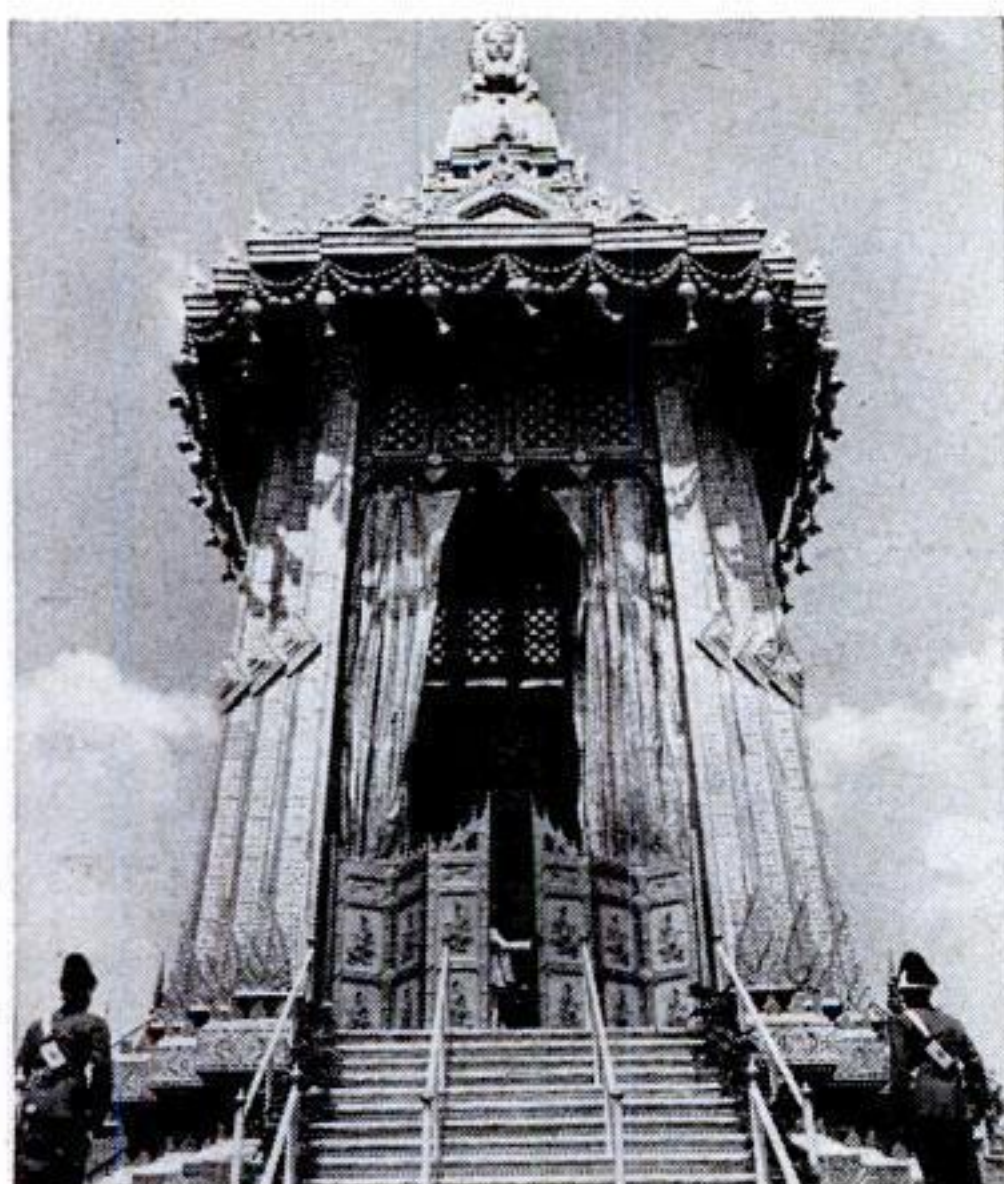


8 The Prince Patriarch, highest priest in the land, is borne aloft in a palanquin by soldiers dressed in medieval costume. The 77-year-old patriarch delivers brief

sermon, leads the Meditation Prayer and accepts from Phumiphon the traditional gifts symbolizing the Buddhists' Four Necessities—food, clothing, sleep, worship.



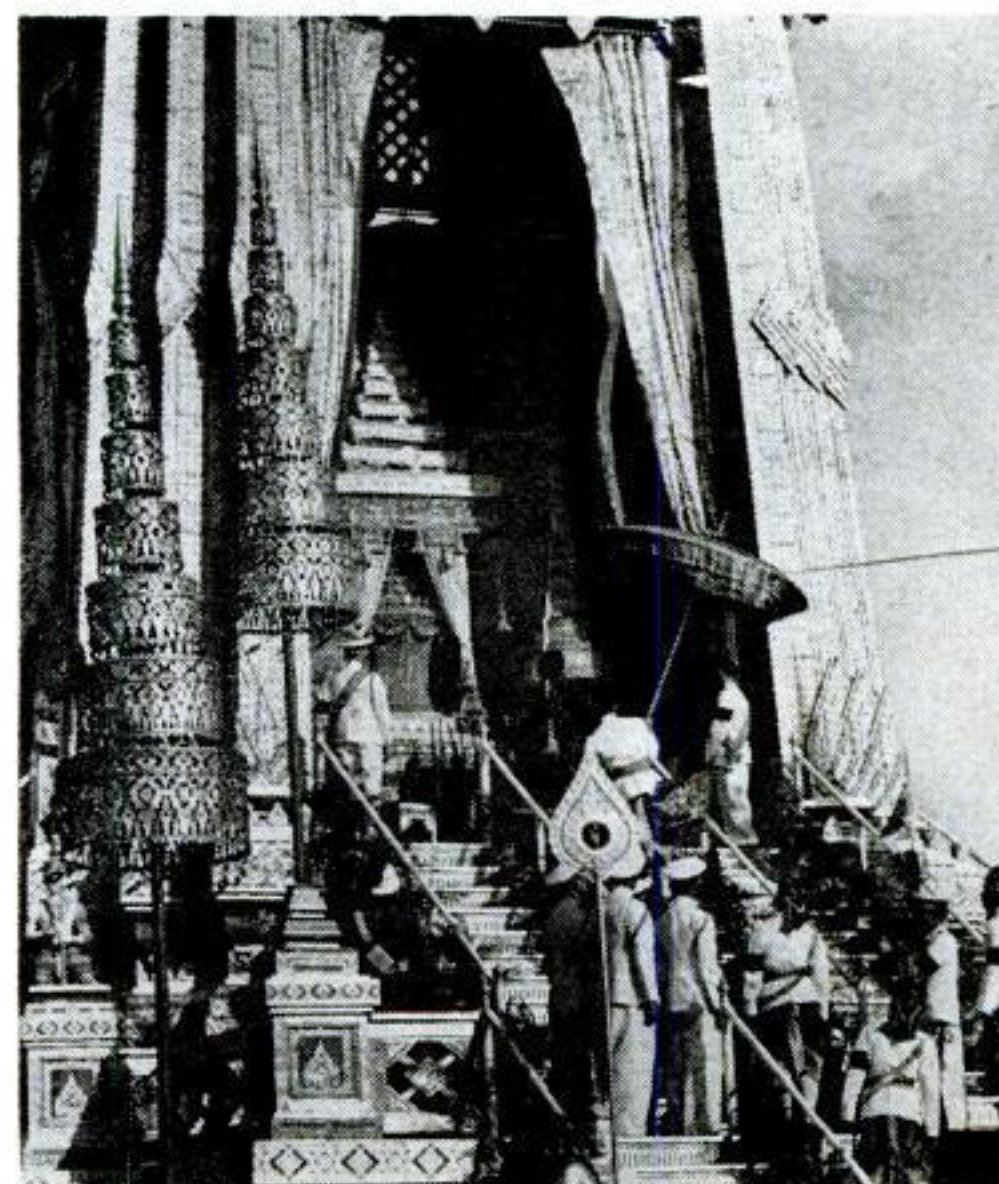
9 On the funeral grounds outside the enclosure surrounding Golden Meru, a Buddhist country priest, his few belongings piled beside him, mourns in solitude.



13 The screenlike doors of the funeral pyre are opened and the drapes withdrawn after the urn's shells are changed and wood for the cremation fire properly placed.



14 The urn is now ready to be seen. After officials presented pieces of sandalwood, the public filed past the Meru for three hours with offerings of flower petals.



15 Token cremation is at 3:30 p.m. as Phumiphon, in shadow at the right, lights fire for brief moment. The actual cremation takes place at night (*next page*).



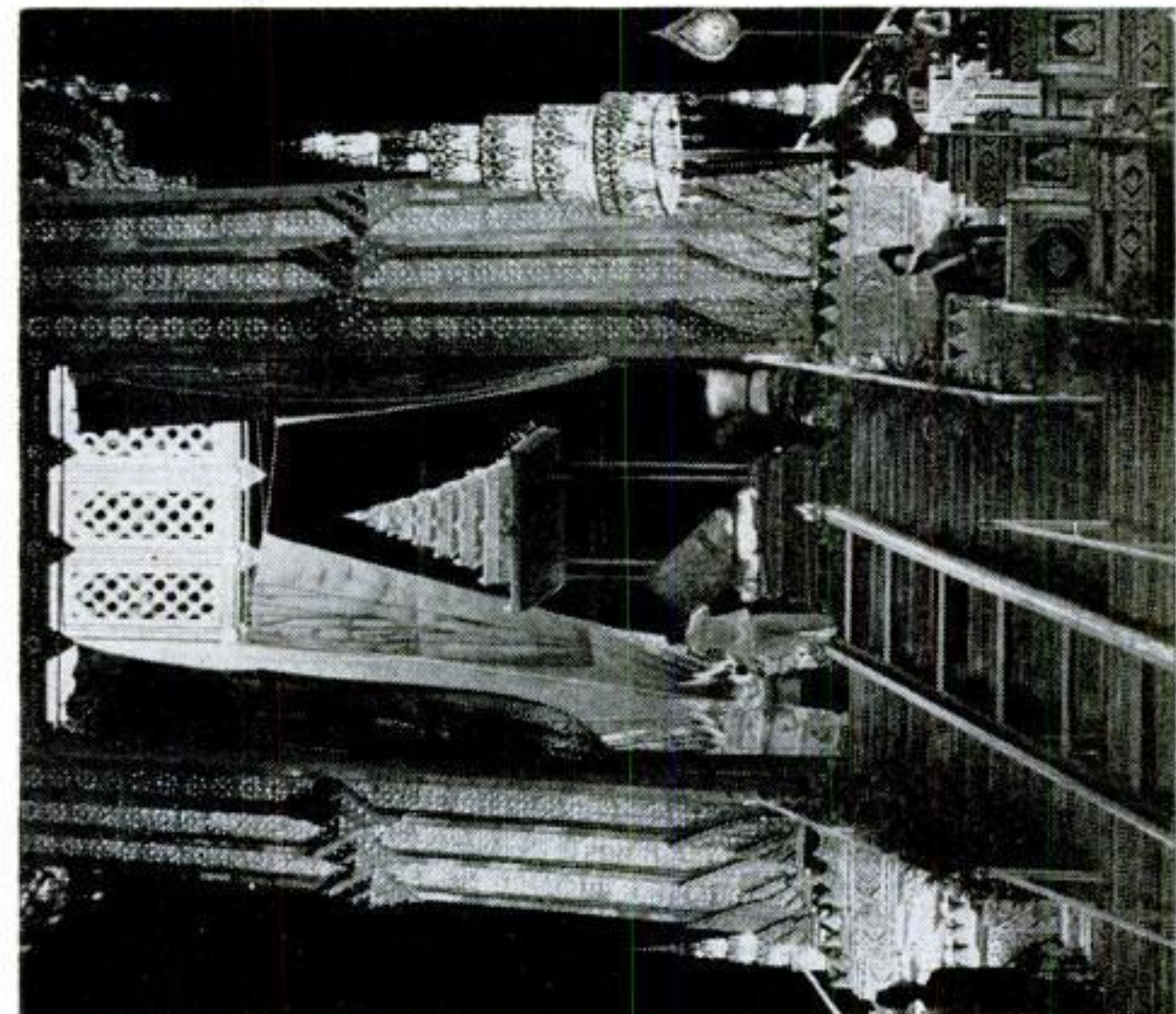


AT DUSK THE GOLDEN MERU GLEAMS JEWELLIKE AGAINST THE SKY AS ROYAL SIAMESE, CHIEFS OF GOVERNMENT AND DIPLOMATS CARRY TAPERS TO ANANDA'S PYRE

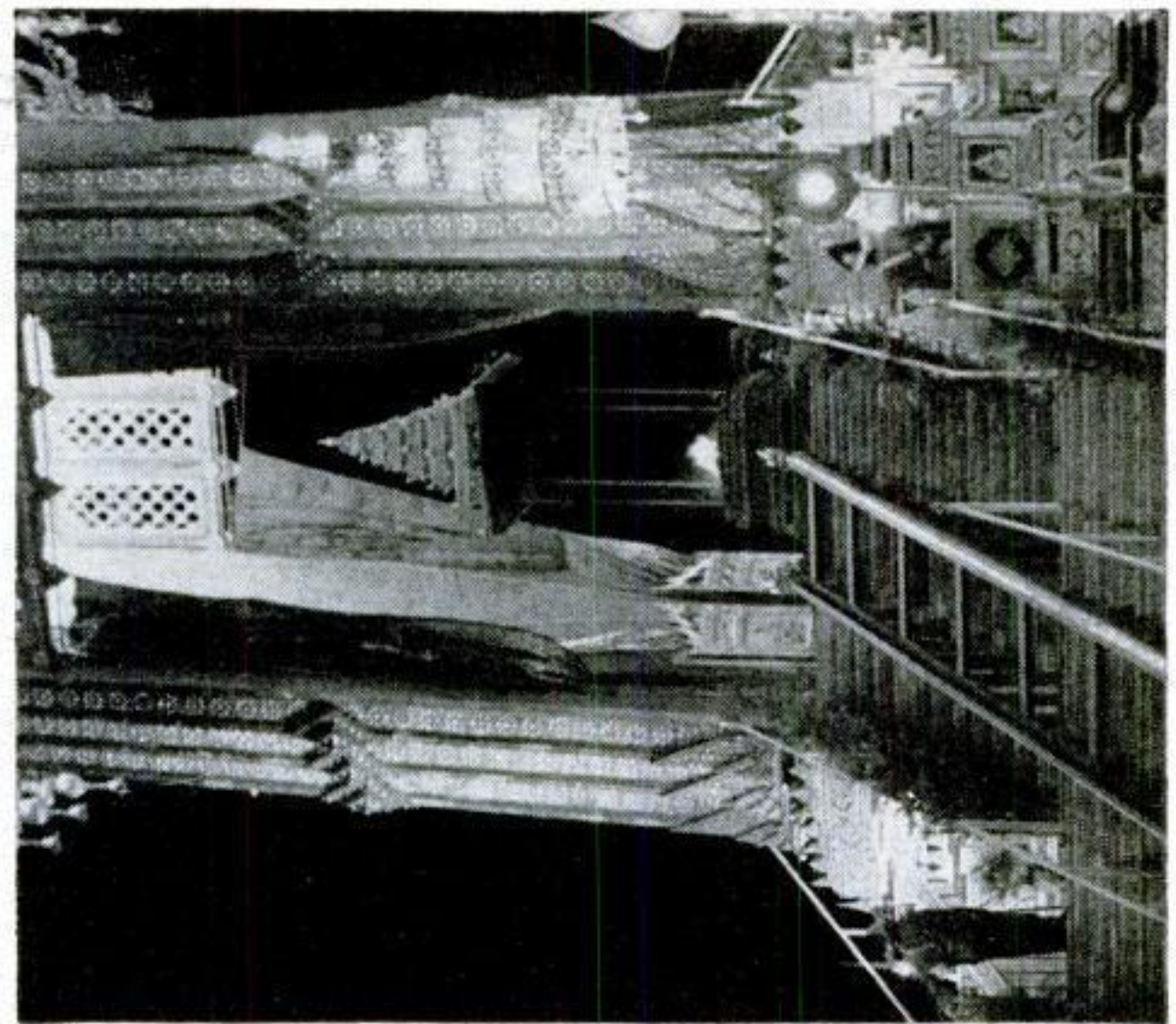
ANANDA IS CONSUMED IN THE GOLDEN MERU

The stage, now all set for the fiery climax, had been a long time in preparation. In 1946, just after death, Ananda's body was dressed in golden raiment and "invited" to sit on a low bed. There royal attendants tied him in the traditional fetal position of dead Siamese kings—head bent down and the knees drawn up. Phumiphon, then 18, placed a crown on the lifeless head and hung a diamond-studded gold chain around the neck. The body was put into an urn of nonprecious metal which was then encased in a golden urn.

On cremation day the body was still intact, though somewhat shriveled. At 10:30 that evening, in the presence of a small assembly of royalty, Phumiphon lit a roaring wood fire beneath the urns that held Ananda's body. The sandalwood urn flared, flames shot through the open-ended inner metal urn, engulfing the remains. Bones and ashes baked all through the night, to a desired snowwhiteness. At dawn the morticians sprinkled scented holy water on the embers. At 8 a.m. Phumiphon returned, ceremoniously sprinkled more water, then retrieved and arranged the 19 unconsumed bones in skeletal order. Finally these were placed in a small golden urn to rest with other kingly bones in Chakri Palace. The ashes were taken to Wat Sutut Buddhist Temple in the heart of Bangkok, where Phumiphon ended the rites by sealing them in a marble urn.



TILTED URN permits ashes and bones to fall into the fire so that they can attain greater whiteness. Later urn was removed.



OPEN FLAMES burn all through the night, consuming the remains of Ananda, while sentries watch from platform below Meru.

CONTINUED ON NEXT PAGE

*Only Schick—the leader—
gives you the convenience of*

PUSH-BUTTON SHAVING



Electric shaving with a Schick Super is a snap. Just flip the handy stop-start switch—exclusive with Schick—and zip away the whiskers. The most efficient real motor you'll find in any shaver drives the Schick's V-16 shaving heads through any beard, thick or thin. No mess, no bother with blades or soap. In seconds your face is clean, slick—your whiskers inside the handy, easily emptied Whisk-Its.

YOUR NEW SCHICK ELECTRIC MUST OUTSHAVE BLADE RAZORS . . . or your money back!

Today find out why more men use a Schick than any other electric shaver. Buy a Schick Super from your nearest Schick dealer. Try it for ten days. If after a full ten days' trial you aren't convinced

that the Schick can outshave your blade razor, just return it and get every penny of your money back. By "outshave" we mean a *faster, more comfortable* shave that's just as *close* as you want.

Illustrated above is the SCHICK SUPER \$22.50
There's also the SCHICK COLONEL \$17.50

**MORE MEN USE A
SCHICK *ELECTRIC* SHAVER
THAN ANY OTHER MAKE**

SCHICK SERVICE BRANCHES* NOW LOCATED IN 44 CITIES

KING'S CREMATION CONTINUED

ROYAL FAMILY TREE HAS MANY BRANCHES

The royal family of Siam has one of the most involved family trees in all history. Most of the rulers have had wives by the score, plus coveys of concubines. Founder of the present dynasty in 1782 was General Chakkri, who had fought so well against the Cambodians that Siamese ministers of state chose him to succeed Phya Tak on the throne. (Phya Tak had fought the Cambodians and Burmese so well that he was called the Savior of Siam, but he grew increasingly eccentric and ministers had him executed.) Chakkri, who established the present capital in Bangkok, nominated himself Rama I. All his reigning descendants (by tradition chosen as rulers by assembled princes at the earliest possible moment after the old king's death) have used the title, Rama. Rama I had 29 wives and begat 43 children. In 1809 he was succeeded by the second son of his chief queen. This second son—Pra Buddha Lert La, or Rama II—was another good general who repelled a Burmese invasion and had 37 wives and 73 children. He was succeeded in 1824 by his third child, Pra Nang Klao, or Rama III, who signed the first commercial treaties with England and the U.S. Siam had 11 revolts during his reign. He died in 1851, after fathering 51 children. Later rulers are shown below.



RAMA IV

KING MONGKUT (1851-1868)

Subject of the best-selling book and movie, *Anna and the King of Siam*, he was the 43rd child of Rama II, learned Western languages and democratic ways, became "reform" ruler who led Siam out of medievalism.



RAMA V

CHULALONGKORN (1868-1910)

Ninth of Mongkut's 82 children (by 35 wives), he traveled abroad as a youth, carried forward his father's modernization program, founded schools and gradually abolished slavery. He had 37 wives, 77 children.



RAMA VI

VAJIRAVUDH (1910-1925)

Son of Chulalongkorn by his half sister, Sauvabha, he was an essayist, playwright and moralist but had little political sense, antagonized relatives, survived two military plots. He had only three wives, one child.



RAMA VII

PRAJADHIPOK (1925-1935)

Younger brother of Vajiravudh by the same mother, he saddened politicians by abolishing many government jobs, finally abdicated in 1935 after surviving two coups d'état, one revolt. He had one wife, no children.



RAMA VIII

ANANDA (1935-1946)

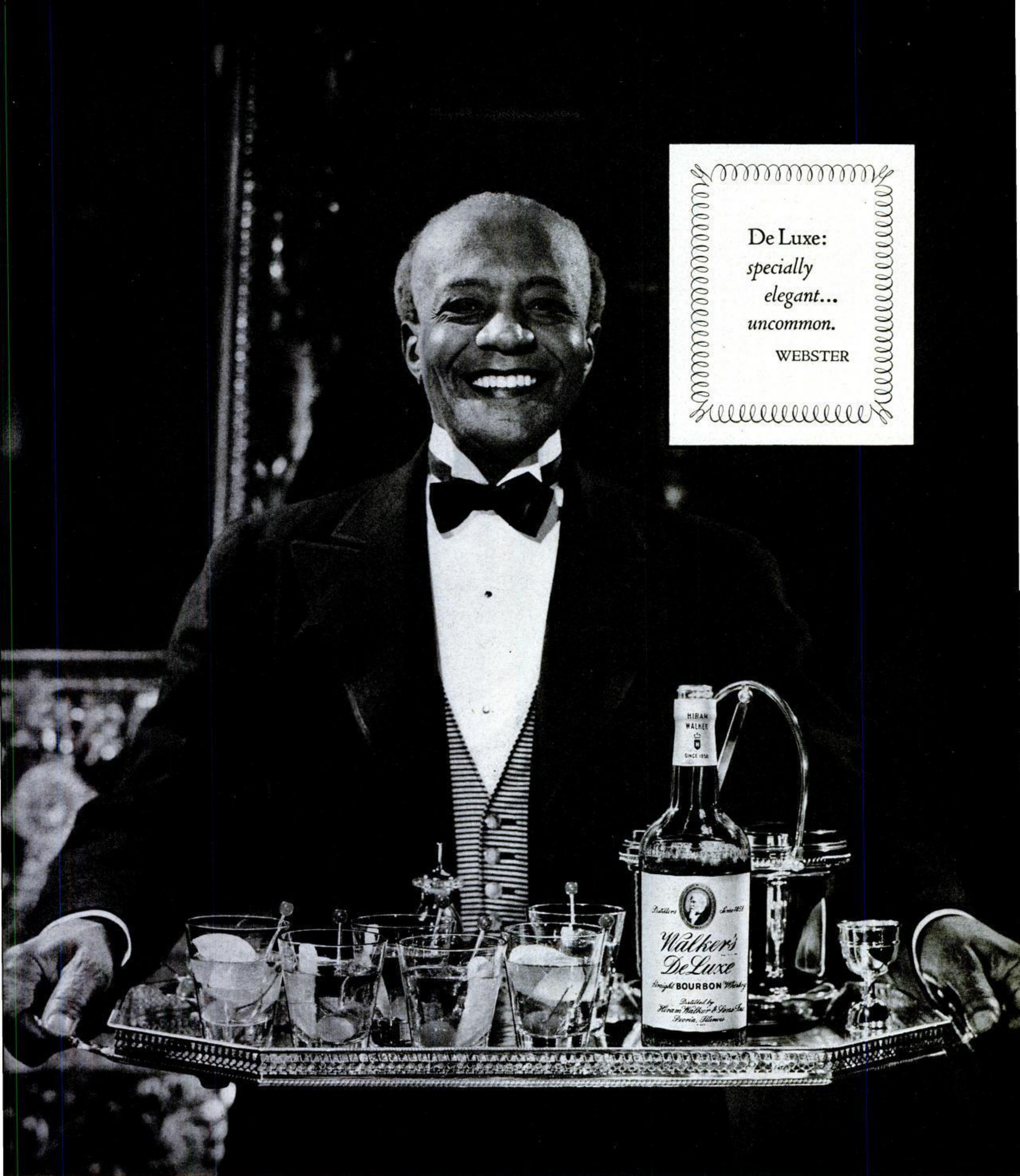
Grandson of Chulalongkorn (son of Prince Mahidol, who was son of Chulalongkorn and his half sister), he spent most of his 21 years in Switzerland, was found dead of a pistol shot on a visit to Bangkok in 1946.



RAMA IX

PHUMIPHON (1946-)

Younger brother of Ananda, he was born in Cambridge, Mass. (the only king ever born in the U.S.), has spent nearly all of the past 18 of his 22 years living in Switzerland. He will receive his crown in Bangkok on May 5.



De Luxe:
specially
elegant...
uncommon.
WEBSTER

*Walker's DeLuxe is a straight Bourbon whiskey,
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.



THE OLD FAMILIAR GRIN was on Eisenhower's face as he walked up the steps of Low Library building two years ago, before his inauguration as Columbia's president.

CLOSE-UP

Mr. President

As the head of a great university Ike has learned how to address deans as well as how to put ideas to work

by QUENTIN REYNOLDS

THREE days after Dwight David Eisenhower went to work as the 13th president of Columbia University, he sent an urgent summons to Harry J. Carman, dean of Columbia College. The gray-haired, 64-year-old dean hurried to the office of the new president. He found Eisenhower, who usually presents a serene, smiling face to the world, solemn and fretful.

"I need your help," Eisenhower said nervously. "I'm awfully green at this job. Damn it, I don't even know what to call people around here. I find there are 16 different schools here at the university, and each one has a dean or a director. What do I call these men? Dean? Director? Doctor?"

"Not all of them are doctors, Mr. President," the dean replied soothingly. "Just call every one of them 'dean' or 'director' until you get to know them. Then why not use their first names?"

"Good." The president relaxed in the big chair behind his desk. "And I'll start with you. From now on you're Harry and I'm Ike."

Now, nearly two years later, Columbia's president calls more than half of the deans by their first names. But no member of either faculty or administrative staff has yet called him "Ike." Those two facts suggest a good deal how these two years have gone: it has been a process of Ike becoming familiar with a strange world, and also of his realizing the persistence of the formal tradition of a university 196 years old. That tradition was born in the vestry room of Trinity Church on lower Broadway in 1754, when Samuel Johnson, the first president (and one-man faculty), called the first student body of eight men to attention. And it culminated in the distinguished, starched 43-year reign of the late Nicholas Murray Butler.

When Eisenhower's appointment was announced, the eyes of a few of Columbia's most strait-laced academicians dulled with dismay, under brows raised in a Heaven-preserve-us arch. After all, the man had nothing after his name—scholastically—but a B.S. degree, and that from West Point. As for his public prestige, even that could be measured disparagingly—for Dr. Butler had stood 12 inches high in *Who's Who*, making a midget of Eisenhower at 3½ inches.

But there were also a number of less lugubrious voices. The late Dr. Harry Morgan Ayres, then director of the School of General Studies and one of the country's leading English scholars, had listened to the doubts of his colleagues and dryly told them, "You have forgotten one thing, gentlemen—the Guildhall speech General Eisenhower delivered in London. I believe that to be one of the three greatest speeches ever made in the English language. Only a fine scholar could have written that." And at the inauguration ceremonies Ike's brother Milton, president of Kansas State College, had remarked to some faculty members, "I don't know whether you men realize it or not, but in Ike you're getting the real scholar of the Eisenhower family."

Two years can mean relatively little to an institution almost two centuries old; they certainly are not enough to permit any definitive estimate of Eisenhower's lasting influence on Columbia. But they have been filled with enough incident and enterprise to furnish a kind of interim report on how the country boy from Kansas has been doing.

Are they exceptional Americans?

FROM the outset Eisenhower made plain that he had some strong convictions as to the proper business of a university. He started voicing them at a tea the very afternoon of his induction as president. A retired professor took the occasion to assure the new president of the academic excellence of the university.

"Right now," he said complacently, "in our graduate schools we have some of America's most exceptional physicists, mathematicians, chemists and engineers."

Eisenhower asked softly, "But are they exceptional Americans?"

"You don't understand, Mr. President," the scholarly gentleman said in the indulgent tones of an adult to a child. "These are *graduate* students."

There is a large vein on the left side of Eisenhower's forehead, rarely

Eisenhower

The author of this close-up first met his subject in the summer of 1942, when the commander of American troops in Europe, then an unknown quantity to the public, summoned Correspondent Reynolds to his headquarters in London and asked for his views on GI morale. Thereafter Reynolds had frequent opportunities to observe Eisenhower at work as a military commander in North Africa and Europe. To get the material for this article Reynolds talked with the president in his office at Columbia and interviewed faculty and administrative staff members as well as students.

noticeable, for its pulse seems to come only from anger. It was throbbing now. Eisenhower exploded, "Damn it, what good are exceptional physicists, exceptional chemists, exceptional engineers, exceptional anything else—unless they are exceptional Americans?"

He roared on, "The job of a university is to turn out useful citizens. I have the greatest respect for the high academic standards of the university and, believe me, those standards will never be lowered while I am here. But no university can live in an intellectual vacuum. Yes, Professor, every man and woman who enters this university must leave it a better American, or we have failed in our main purpose."

Those words set the unchanging keynote to Ike's regime at Columbia. One of the first and toughest tests the new president was faced with was the university's scientists. Many of them, working on wartime Army projects, had had sorry experiences with the military mind. Yet three of them soon were on intimate terms with Eisenhower: Physicist John Dunning, a member of Columbia's great nuclear research team; Dean George Pegram, one of the architects of the atomic project; and Dr. Charles Glen King, distinguished professor of chemistry. In a few months these men were murmuring approvingly to their colleagues, "He listens attentively. Then he throws a question at us that shows he is following every word we say. He has an amazing knack for getting right at the heart of a problem."

Informal give and take

EISENHOWER listened attentively to these men because he liked and respected them—as men as well as scientists. Their conferences became informal give-and-take sessions. And of these meetings was born a scheme that may, in its way, be quite as important as the nuclear project. It stirred to life in this way. "Everyone has a plan for peace," Eisenhower remarked one morning as they sat around his desk. "These plans look good on paper, but we'll never have peace as long as there are hungry people in the world."

"It's terrible," Glen King said, "that we are so lamentably ignorant about nutrition. That's the trouble."

"Well, Glen," Dunning broke in, "you nutrition boys did a good job on Army rations during the war."

"That's true," Eisenhower nodded. "We never complained about our C, our Ten-in-one or our K rations. Matter of fact, I liked our C rations."

"We did a terrible job on nutrition during the war through sheer ignorance," King replied. "Since the war we've found out that not even a rat could live for any length of time if fed exclusively on one of our standard Army rations."

Eisenhower looked incredulous and protested, "Men had to live at isolated outposts for months, sometimes subsisting entirely on C rations. They certainly showed no ill effects."

"They would have in time," King said glumly. "Eventually they would have starved to death. We know very little about the metabolism of food, and when it comes to exacting the maximum output from a given piece of land, we are equally uninformed."

Dean Pegram agreed. "What the country needs is a truly great nutrition center where all available information can be pooled."

"You know, it's not a problem exclusively for the chemist," Dunning said. "Bread, as well as uranium, is composed of atoms, and a nutrition project will need the help of the nuclear boys as well."

They kicked the idea around. The rising excitement of the scientists was infectious. Eisenhower found himself thinking in terms of the Kansas farm he knew as a boy, remembering blistering days when the land lay exhausted under the summer sun.

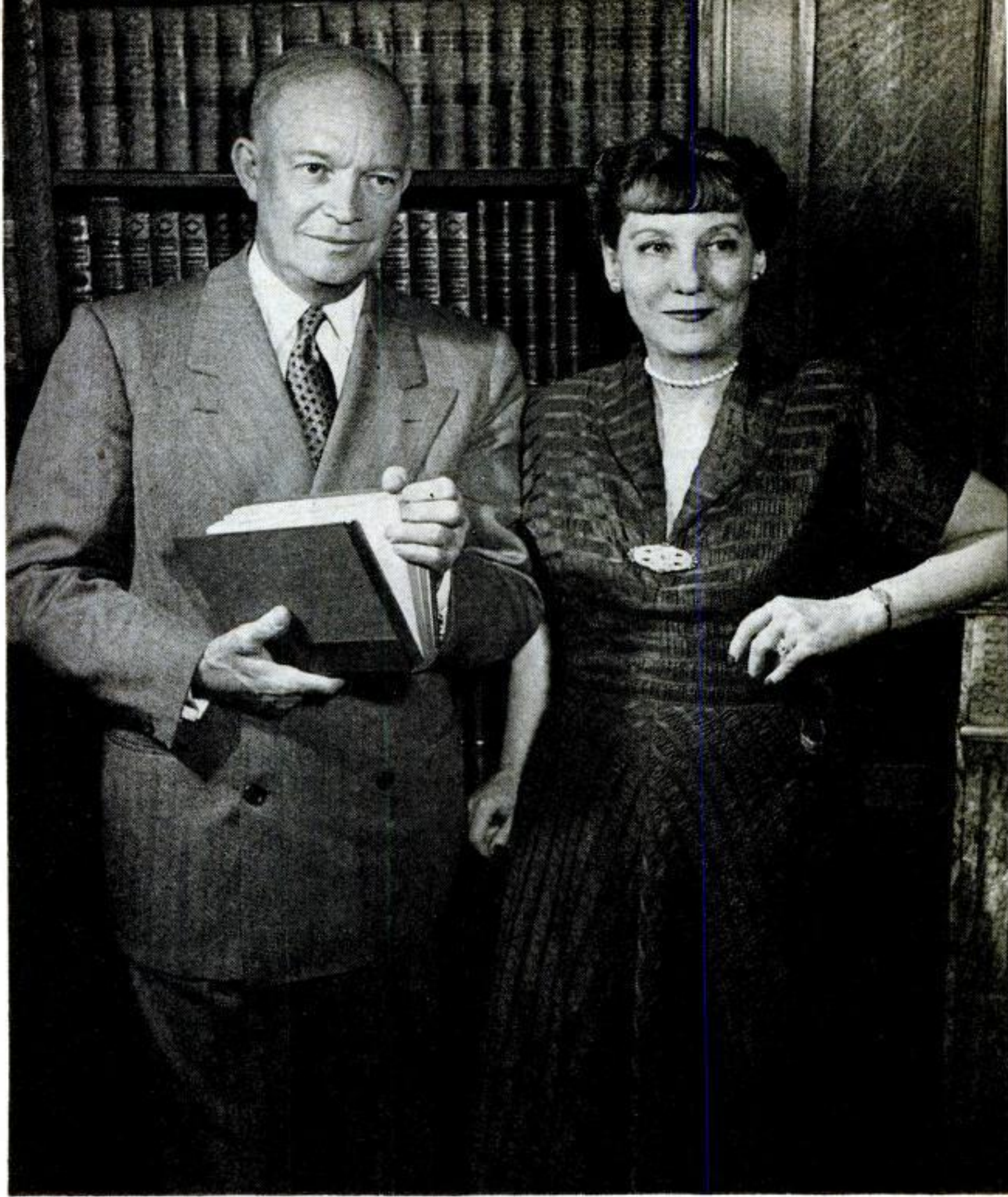
"This is a dream we've had for a long time," King said apologetically.

"It's a good dream," Eisenhower said, "and we've got the setup here to make it more than a dream."

"It would cost millions," Dean Pegram said ruefully.

"Let's go out and get them," Eisenhower answered.

So it began. There were a dozen more meetings of university officials,



A NEW SETTING for General and Mamie Eisenhower, who had spent most of their married life in Army quarters, was the book-lined library of the President's House.



A NEW DEGREE for Eisenhower, honorary LL.D., was given him and brother Milton (right), president-elect of Pennsylvania State College, by Temple University this year.

CONTINUED ON NEXT PAGE

HOW THE WEST CAN WIN

by John Foster Dulles

In next week's *LIFE*, Mr. Dulles, recently appointed special adviser to the Secretary of State, astutely analyzes America's foreign policy, tells how it can be improved, calls for a positive program for advancing the cause of freedom.

ALSO IN LIFE NEXT WEEK:

Italian Land Grab: Goaded by Red-led union in southern Italy, land-hungry, jobless peasants seize estates of absentee owners, till the land between clashes with police.

President Lincoln's Funeral: Previously unpublished photographs of Lincoln's 20-day funeral cortege from Washington to Springfield, Illinois.

Lucky—One Year Later: A picture record of a year in the life of a lucky pup, discovered almost dead last April by a *LIFE* photographer on a dusty road in Texas.

Great Paintings: Aldous Huxley, renowned author and authority, interprets the genius of Spanish master, El Greco. Six color pages accompany the article, show many of El Greco's most brilliant canvases.

LIFE Visits Lady Molly: As wife of the Governor-General of Jamaica, attractive, tennis-playing Lady Molly Huggins has raised the prestige of her island as a tourist attraction, improved the working conditions of Jamaican Negroes, nourished their spiritual life.



... Plus all the picture news
next week will bring

NEXT WEEK . . . EVERY WEEK . . . YOU'LL LIKE **LIFE**



PRESIDENTIAL ADVISER Harry J. Carman, dean of Columbia College, walks Ike to a staff meeting.

EISENHOWER CONTINUED

and soon the word spread to the downtown skyscraper clubs where Wall Street lunches. Then one morning a small group of industrial leaders met with Eisenhower in the library of the President's House at 60 Morningside Drive. One of them opened the conference cautiously: "You know, General, none of us can commit our organizations to supporting this project in any concrete fashion. But we would like to hear about it, and would like to assure you of our moral support."

"Gentlemen," Eisenhower answered hotly, "we don't need your moral support. I believe you have a real responsibility to help. When I took this job I said that I'd never go around passing the hat. I'm not going to beg for money. I'm just going to tell you of the great potentialities of this scheme, and then if you don't feel that you have a real responsibility toward it, by golly, I'm going back to Kansas and go fishing for the rest of my life. Now listen. . . ."

They listened. Eisenhower is at his best shooting from the hip. He had no prepared talk, but he managed to communicate to them his own intense interest. "This is not a charitable proposition," he snapped. "It is not a question of feeding the poor. Look at this as hardheaded, practical businessmen." They began to see. Slowly they began to understand the historic implications of a dream of properly feeding the world's people. They, too, became excited.

Today the Nutrition Center is more than a generous idea sketched in the blue haze of tobacco smoke in the president's office. Glen King has been made scientific director of the proposed center, and the labor of collecting \$20 million has begun.

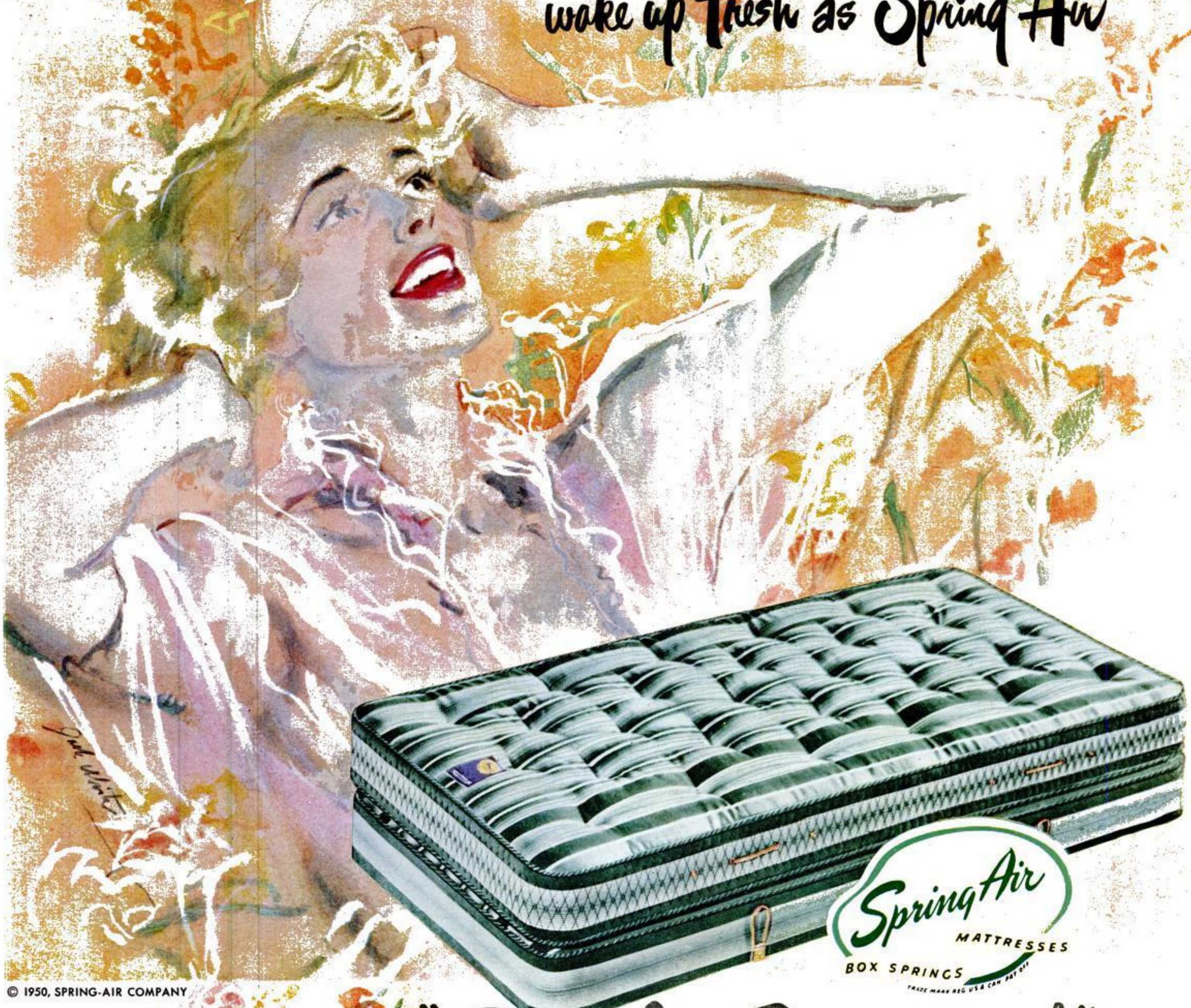
A strong sense of responsibility

WHEN the war ended, Eisenhower had faced several possible alternatives—from retiring and "going fishing," or continuing as Chief of Staff, to accepting any of some 50 high posts offered him by industry. To say that Eisenhower felt a strong sense of responsibility toward his country is not to indulge in a vacuous platitude. It is a simple fact. And Eisenhower, who has always had a rare faculty of cool self-appraisal, wanted to fulfill that sense of obligation so elemental in his make-up. He decided he could best do so by working for the good of American youth. In addition he was stirred by something more specific than this idealism: an uneasy feeling that the youth of America was not alertly appreciative of its national heritage. He didn't know where the responsibility lay, but he had sensed that millions of GIs didn't quite understand what they had been fighting to defend.

It took Ike a while to realize that Columbia University was a little world in itself—a world in which Columbia College, the whole undergraduate body, was but one of 16 colleges and schools. There are, in all, 27,000 students in residence, 3,200 faculty members and a maintenance staff of 3,000. He soon learned, also, the meaning of

CONTINUED ON PAGE 149

wake up Fresh as Spring Air



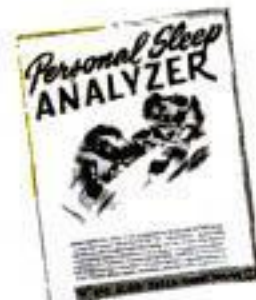
© 1950, SPRING-AIR COMPANY



enjoy a "Spring Air Rest treatment!"



NO-SAG EDGE ZONES	BODY COMFORT SUPPORT ZONE	BUOYANT HEAD AND FOOT ZONES
-------------------------	------------------------------------	-----------------------------------



You'll be delighted to see what nightly rest treatments on a Spring-Air can do for you.

Here's a mattress that really helps nature restore your energy and glowing vitality. Spring-Air is scientifically designed to respond to your body contours yet give perfect posture support for more restful sleep. After even a few nights on a "Zoned Comfort" Spring-Air, you'd never settle for anything less. Let your dealer show you how Spring-Air helps you get *more real rest* from every sleeping hour.

FREE . . . SCIENTIFIC GUIDANCE to help you select the mattress best suited to your weight and build. Research now shows you how to buy with confidence based on *facts*! See the master "Sleep Check Chart" at your Spring-Air dealer's or write for your "Personal Sleep Analyzer." It's free. SPRING-AIR COMPANY, Dept. 327, HOLLAND, MICH.

NATIONAL SLEEP SHOW
APRIL 17 TO 29

THE MATTRESS USED IN OVER 1000 FINE HOTELS • 2000 HOSPITALS • AND NEARLY 2,000,000 HOMES



*She makes **FRIENDS**
... as well as reservations*

Although your only contact with her may be by phone, the helpful girl in Reservations takes as much personal interest in your travel problems as if they were her own.

At her finger tips she has a wealth of information about space and time—Flagships seats and flight schedules.

In answering your questions, you will find her as amiable as she is accurate. In making your reservation she is both careful and courteous.

American Airlines has no “reservations”—merely a deep sense of pride—about the way our Reservations staff helps to make and keep friends for our company.

AMERICA'S LEADING AIRLINE

AMERICAN AIRLINES INC.



PRESIDENTIAL ASSISTANT Kevin McCann (right), an ex-newspaperman, has been with Eisenhower since 1947. An amateur painter like his boss, he is here discussing one of his own paintings with Harry Carnohan of Columbia's art faculty. To compare McCann's style with Eisenhower's, turn to page 151.

EISENHOWER CONTINUED

the simple fact that it cost some \$18 million a year to support the university, a sum \$10 million larger than the annual tuition fees. And Eisenhower had one unique additional responsibility: he was still General of the Army, subject to call at all times by the Joint Chiefs of Staff or any congressional group concerned with U.S. defense, and this often took up a third of his working hours.

From the first the pace of work was terrific. It was made still harsher by the fact that Eisenhower's prestige made him the most sought-after man in America as a speaker at public functions. Any single day's mail might bring as many as 200 requests for his appearance. Because he wanted to be accessible to faculty and alumni, Eisenhower had never used President Butler's remote office in the upper recesses of the Low Memorial Library, and had instead set up his office on the main floor. This only made tougher the job of administrative aide Kevin McCann, struggling to keep some order and sanity in Ike's average day. Eisenhower was usually in his office by 8:15 in the morning; if he were lucky he could break away by 6, walk to his home two blocks away, change clothes and then hurry to some dinner where his presence was essential. McCann and other close associates soon found themselves pleading with him to lessen the pace. Eisenhower stubbornly refused.

All the while Eisenhower gave to every possible future venture of Columbia an intense scrutiny that was the firmest proof (to those who doubted) that he was incapable of exploiting his office as a mere halfway house for a short, expedient stop on the way to bigger things. Rarely did even a casual luncheon talk with faculty members pass without study of some new long-range venture for Columbia. Taking part in one such luncheon conversation one day were Philip Young, the new and energetic dean of the Graduate School of Business, and 38-year-old Eli Ginzberg, one of Young's most brilliant faculty members. Ginzberg had just returned from England, where he had made a survey of the human resources of the country. The conversation of these men went like this:

"Experts sometimes go wrong in assessing the strength of a nation," Eisenhower observed. "They talk in terms of its military might, its natural resources, or its wealth. When you come right down to it, the basic strength of a nation lies only in its people, or as you'd say, Eli—in its human resources."

"During the war," Ginzberg said, "we were shocked to find that our human resources weren't as strong as we had believed."

"That's true," Eisenhower said. "I remember one time in Africa when we had only four divisions in the field, and I was in desperate need of men. I found we had 6,000 men in hospitals in Africa unavailable for combat—and not one of them had suffered a wound. Their emotional stamina and spiritual strength had left them."

"We still have 411,000 GIs in hospitals," Ginzberg said. "All war-time mental casualties. And during the war medical boards rejected more than two million men because of mental disabilities."

"It's strange," Eisenhower reflected. "We live in a country which offers its citizens unprecedented opportunities—and yet millions of our citizens are in no mental condition to take advantage of them."

CONTINUED ON NEXT PAGE

PARK & TILFORD

RESERVE

— the finest-tasting whiskey
of its type in America! —

The **PREMIUM**

Whiskey at a

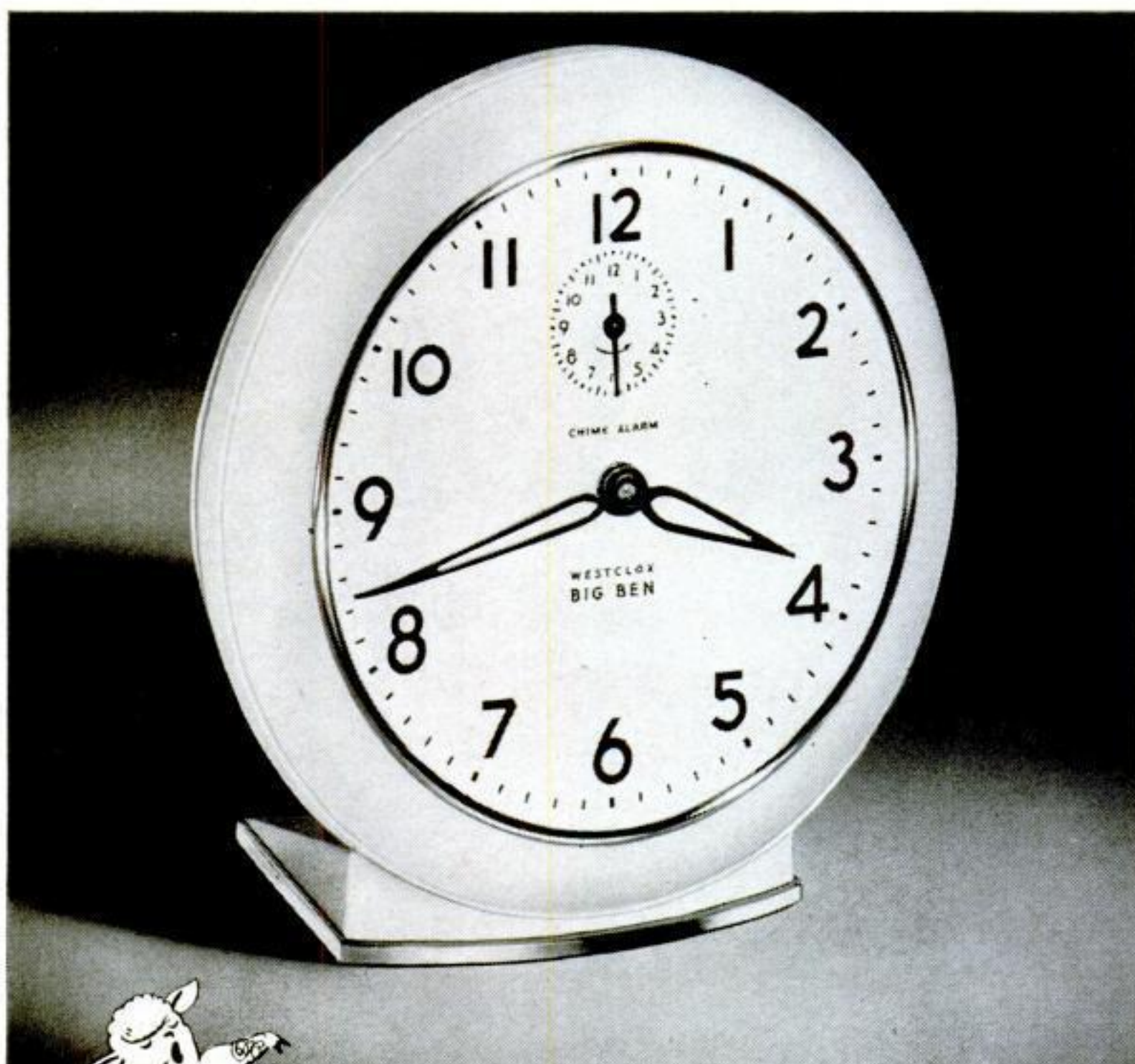
POPULAR Price!

For those who prefer a light-bodied whiskey, we recommend Park & Tilford RESERVE as the superlative example and the incomparable value. These are the attributes that have long made it an American favorite.




FOUNDED IN 1840

"The Blend of Experience"

PARK & TILFORD DISTILLERS, INC., NEW YORK • 62½% GRAIN NEUTRAL SPIRITS • 86 PROOF



3 BIG BENS TO CHOOSE FROM. Big Ben Chime Alarm, above, with 2-voice alarm, quiet tick, \$5.95. Big Ben Loud Alarm, "fire alarm" call and tick you can hear, \$4.95. Big Ben Electric, tuneful bell alarm, \$8.95. With luminous dials, these clocks a dollar more.

Gentle...if you dislike being bounced out of bed, polite Big Ben Chime Alarm  with quiet tick is your clock. He has a 2-voice alarm....."first he whispers, then he shouts". His first call is a gentle "please".  But if you don't shake a leg he gets tough with a steady ring you simply can't ignore...  he shouts!

Prices quoted do not include tax and are subject to change



WESTCLOX, La Salle-Peru, Ill.; In Canada: Western Clock Co., Ltd., Peterborough, Ont. *Trade Mark Reg. U.S. Pat. Off.

EISENHOWER CONTINUED

"And we don't know why," Young said. "We can't even consider a cure until we find the cause."

"You know, Phil," Eisenhower murmured, "we might. . ."

So another venture began. Those two reflective words, from a man of quiet, stubborn conviction like Eisenhower, signified as much aggressive resolution as the shrillest alarm for action from a man of different temperament. Quickly the men were talking in practical terms. Ginzberg remarked that there had never been a time so propitious for an intensive study: the wartime records of the Surgeon General were still intact. And those 411,000 men in hospitals, as Eisenhower added, meant a huge clinic available.

Action followed talk fast. Eisenhower wrote to the late James Forrestal, then defense chief, asking if the Army would cooperate. Forrestal was the type of man to perceive instantly the worth of such a study to the nation's defense. "This is too big a project to be supported by the university alone," he told Eisenhower. "You're really doing this for the country and the country should pay for it. I'll get Columbia an appropriation. . . ." But Eisenhower cut him off at this point: "No, Jim, that's just what we don't want. We'll do this on our own. We only want the opportunity to study Army records and to use Army hospitals as clinics." Forrestal yielded without further discussion to Ike's sound opposition to any federal funds and gave Eisenhower what he wanted. Columbia's "Mr. President" now had no trouble convincing his own administrative team and the university trustees of his project's merit. Dean Young put Professor Ginzberg in charge of it. Young next managed to pry loose from the Surgeon General's office the man he and Ike wanted to work with Ginzberg: Major General Howard Snyder, a distinguished medical officer who had served as Eisenhower's own physician during the war. Today the project is under way—with Columbia betting \$100,000 a year that it is going to save the nation's economy millions, fortify the nation's health and defense.

Faith in decentralization

AS the months have gone by at Columbia, everyone close to the university has come to see the contrast between the working ways of Nicholas Murray Butler and of Dwight David Eisenhower. Under Dr. Butler, Columbia had been a one-man show—with the venerable president crisply dictating academic policy. Ike is so far from arbitrary as to be modest in strictly academic judgments; and as an administrator he has brought from his experience at SHAEF a firm faith in the wisdom of decentralization.

An excellent example of the difference between the two men's methods is the case of Teachers College. During the last 21 years of his regime, Butler paid but one informal visit to the college that yearly trains 4,000 men and women to teach America's youth. So much a stepchild of Columbia did Teachers College become that Dean William Russell used to remark wryly that West 120th Street (separating his college from the university proper) was the widest street in the world.

When Eisenhower took over, Russell sent him the conventional invitation to inspect the college. He expected in reply no more than a polite note of acknowledgment. Instead he got a phone call saying Eisenhower would be over the following morning. Ike spent eight hours at Teachers College. He talked very little, listened a lot. Toward the end of the day the conversation went like this: "This is one of the few schools at the university that has to pay its own way," Russell said ruefully. "If we had the money we could do some really big things here."

"What could you do?" Eisenhower asked.

"I've spent my whole life in the field of education," Russell said, "and it is my firm belief that too few Americans understand liberty—I mean the processes of liberty, the sense of duty and civic integrity that keep liberty alive. I believe too few Americans really understand what good citizenship means. In fact. . ." And Russell went on for 20 minutes. He stopped in sudden embarrassment, for Eisenhower had not said a word.

"Sorry, Mr. President," Russell said apologetically. "When I get wound up on that subject. . ."

"I'm wound up myself on that subject," Eisenhower said quietly. "American kids aren't learning how to be good Americans by reciting the Pledge of Allegiance."

"If elementary schools and high schools would only use the community as a laboratory," Russell said. "Good citizenship could be taught the same pragmatic way as chemistry. To launch a scheme like this I'd bring in a few men who have thought along these lines for years and who could draw up a concrete plan to be tried out in seven or eight communities. But it would all cost money, and we just don't have the money."

CONTINUED ON PAGE 153



PAINTINGS BY GENERAL EISENHOWER

At West Point, Cadet Dwight Eisenhower barely managed to squeak by in mechanical drawing. Two years ago at Fort Myer, Va., having just retired from his post as Chief of Staff of the U.S. Army, General Eisenhower looked on with growing interest while an artist, Thomas Stephens, made a portrait of Mrs. Eisenhower. Shortly the general joined the ranks of famous people who paint seriously for fun, the best known being his friend and wartime colleague, Winston Churchill. Now the general tries to get to his easel at least once a week in the recreation room of the president's house at Columbia University. He usually carries artist's paraphernalia with him when he travels. His taste in subjects is highly varied, as the three paintings on this page show, and he paints as often from photographs and his imagination as he does from models. As yet he has done no seascapes, but he is looking for a suitable subject in this field.

The general's work has been exhibited twice at Columbia faculty members' art shows, but he has never offered any for sale. However a painting of an Indian head which he gave to Writer Bob Considine last year was turned over to a charity auction, where it fetched the substantial price of \$2,600.

GRANDSON DAVID was suggested to General Eisenhower as a subject when the child appeared on *LIFE*'s cover

(Jan. 3, 1949). The general studied pictures to get a likeness but had the baby pose for him to get the coloring right.



SUN VALLEY SCENE was painted from a scenic calendar and is, appropriately, to be presented to Averell Harriman, who was instrumental in the development of the resort.



ADOBE BUILDING, of a type common in the Southwest, was inspired by a picture postcard. The general used his imagination for the details seen in the finished painting.

Summer Signal.



Warm Weather Ahead—Change to Fresh

Mobiloil

PUT new life in your winter-weary engine by draining out used oil—refilling with fresh Mobiloil for *triple-action* performance.

You get 1) *Full Protection*—"built-in" properties fight corrosion and deposits; 2) *Smoother Operation*—thanks to less

friction, less engine "drag"; 3) *Maximum Economy*—fewer repairs.

Yes, Mobiloil is anti-acid, detergent, has high viscosity index!

★ ★ ★
Today, and every 1000 miles, change to fresh, triple-action Mobiloil!

Summerproof Your Whole Car at Your Friendly Mobilgas Dealer!

Get set for care-free driving with *Mobilubrication* to protect chassis friction points... *Mobilube Gear Oil* to guard gears... *Mobil-Care* for radiator, accessories. See your Friendly Mobilgas Dealer now!

SOCONY-VACUUM OIL CO., INC., and Affiliates: MAGNOLIA PETROLEUM CO., GENERAL PETROLEUM CORP.



"Let's go out and get it," Eisenhower said.

Russell went to the board of the Carnegie Corporation of New York. When they saw Russell's plans and heard Ike's enthusiastic endorsement they put up \$450,000. Today the "Citizenship Education" project is moving successfully through a two-year "try-out" period in eight selected New York, New Jersey, Connecticut and Pennsylvania communities. Under high school teachers given eight weeks' special training at Teachers College, students of these communities are personally studying everything from labor-management relations to municipal bond issues. "They are learning," as Eisenhower has remarked to Russell, "the practical competence to be free people."

Russell, who has been elevated to president of Teachers College, now thinks of West 120th Street as probably the narrowest street in the world.

Eisenhower picks men

CORRESPONDENTS who were close to Eisenhower during the war marveled at his knack for picking men. He selected his team with contempt of rank and concern with competence. So far, the general with the unpretentious B.S. seems just as skilled and deliberate in the academic world. Typical is Eisenhower's choice—and handling—of a man to head Columbia's School of General Studies.

To direct the school—which provides college education to some 7,000 adults—Ike wanted a man of special gifts. The more he examined the list of candidates, the more convinced he became that Professor Louis Hacker was the man for the job. A brilliant Columbia graduate who had been on the faculty for 10 years, Hacker was now on a year's leave of absence at Oxford as Harmsworth Professor of American History. The year was about up, and Eisenhower was about to make his decision when he received a transatlantic phone call from U.S. Ambassador Lewis Douglas in London. The Ambassador was calling to say that Oxford was so pleased with Hacker that the university wanted him to stay for another year. "If Oxford thinks that highly of him," Eisenhower chuckled, "then he's the man we need right now." Douglas agreed. And an incredulous professor at Oxford, amazed that Eisenhower even knew his name briskly packed his bags.

Reporting to Morningside Heights, Hacker learned that Eisenhower knew considerably more: he knew Hacker's educational philosophy well enough to quote, approvingly and liberally, from his *Shaping of the American Tradition*. "Mr. President" had only one characteristic injunction: "It's your show. You run it."

Knowing and respecting Hacker, Ike has stuck to that policy. The school's classes—afternoon, evening and Saturday—have the widest diversity of students. They include policemen, firemen, pugilists, mechanics, wealthy retired businessmen, poor retired businessmen, actors, foreign scholars. Not long ago one former holdup man, shortly after finishing an eight-year prison term, wrote Eisenhower a terse plea: "I want an education, and I've done a lot of studying in prison and want to enter your School of General Studies. I have applied to nine other universities, and all nine refused my application. Will you accept me at Columbia University?" Eisenhower merely forwarded the letter to Hacker without comment. A year from now the ex-convict will have completed the courses necessary to obtain a B.S. degree. Hacker, in his turn, knows his Eisenhower.

So does Football Coach Lou Little. Shortly before Eisenhower was inaugurated, he happened to read in a newspaper that Lou Little had decided to leave Columbia and become Director of Athletics at Yale. Eisenhower asked Little to visit him at his home in Washington. The general welcomed him with a broad smile. "It's good to see you again, Lou," he beamed. "It's been a long time."

Coach Little looked baffled: he was positive he had never met Eisenhower before.

"Yes, it was back in 1924," Eisenhower continued. "You were coaching Georgetown, and Verne Prichard and I were handling the Fort Meade team. You got lucky and beat us 7-0. Prich and I used a single wing offense then. Back in 1945, Lou, I read an article in the *Stars and Stripes* that mentioned your winged-T. But it didn't explain it very well. Where do you put your backs?"

"I use a back out on the wing flanking the defensive end, instead of the orthodox man in motion," Little explained.

"Interesting," Eisenhower said thoughtfully. "That certainly gives you a flexibility the single wing and the standard T-formation lacked. Tell me, Lou, how do you get deception on your reverse?"

For an hour Lou Little diagrammed his razzle-dazzle winged-T attack. When he finally left the general, he rushed to phone his wife in New York.

"Loretta," he said, "unpack. I can't leave this man."

CONTINUED ON NEXT PAGE

No more problems

SHIRT BY NELLIE DE GRAR



with curves or calories...

DRESS BY YOUNG AMERICAN DES



I've discovered

*Kleinert's

*Slimderella Girdle

and

Helena Rubinstein's

10 day diet...

You, too, can take pounds off your figure, and years off your looks.

Here's the double beauty secret:

Wear Slimderella... the different rubber girdle that gives you perfect comfort, perfect control. Slips on like a stocking, thanks to the cool, absorbent knit cotton lining, the long zipper. All over perforations, fleece lined bottom edges, and flat seams.

Every inch sizes from 24 to 36...

Slide-fastened Slimderella... \$4.50

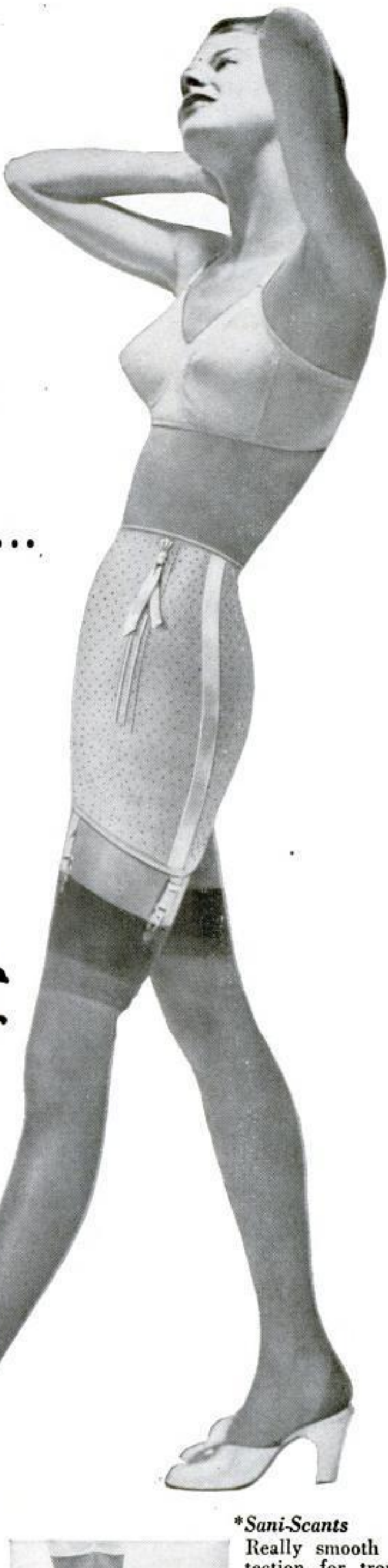
Step-in Slimderella... \$3.50

Use Helena Rubinstein's Beauty Diet FREE with your Slimderella girdle.

The same diet that has slimmed thousands, in this world-famous beauty authority's Fifth Avenue Salon. Lose as much as 7 pounds in 10 days... safely, easily.

FREE, too... sample of Kleinert's

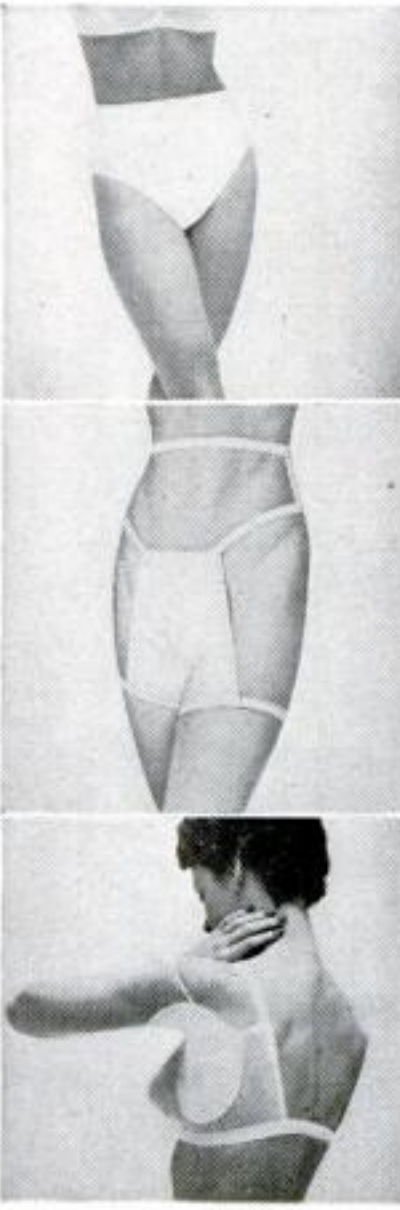
*Mirelle, a delightful deodorant powder.



***Sani-Scants**
Really smooth protection for troublesome days! Dainty, knit panties with waterproof panel. Tabs for pins. White and flesh in run-proof rayon... \$1.25, rayon Tricot... \$1.50, Nylon Tricot... \$2.50. All sizes.

***Chafe Guard**
Made of fine quality absorbent rayon and comfortable elastic, in white or flesh; sizes... small, medium, large and extra large. Each... \$1.25. In quick-drying Nylon Tricot... \$1.75

***Braforms**
They work for your glamour in two ways. Uplift bra gives you wonderful lines—the attached shields protect your clothes. Nylon marquisette, 32-42. White, nude... \$2.



PRICES SLIGHTLY HIGHER ON THE WEST COAST



make a good man on ANY job
LOOK EVEN BETTER

Ask for Dickie's
at your store

Fit-Perfected and Wear-N-Forced. Only Dickie's give you so many comfort and service features—such as Sanforized waistband lining, Wear-N-Forced seams, Sanforized pockets and Easy-Alter Outlet.

You save money when you buy Dickie's quality.

Write for name of nearest Dealer

**SOLD IN
48 STATES**

**WILLIAMSON-DICKIE
MANUFACTURING COMPANY**
FORT WORTH NEW YORK LOS ANGELES



ON FOOTBALL FIELD Eisenhower, a West Point halfback, talks over prospects with Coach Lou Little.

EISENHOWER CONTINUED

FOR his first eight months at Columbia, "Mr. President" Eisenhower stuck to his 15-hour-day pace. Both the university and its eager alumni were getting great mileage out of their president. But Mrs. Eisenhower and the sharp-eyed Kevin McCann saw the danger signs. Early last year, when the unification battle was raging in Washington and Eisenhower was called in again and again for trying but vital conferences with defense heads, alert General Snyder put it to him bluntly one day: "Keep this up and Columbia will need a new president."

"What's the matter with me?" Eisenhower demanded.

"Not a single thing," Snyder said, "except exhaustion. Complete exhaustion. You know as well as I do that the only cure for that is absolute rest. And that's what you're going to get. Incidentally, you got to cut down on your smoking. You must be smoking two and a half packs of cigarettes a day."

"Three and a half packs," his patient replied, grinning weakly.

"Cut it down to one pack," Snyder said. "That won't hurt you."

"I couldn't do that," Eisenhower said, shaking his head regretfully. "I'll have to cut them out altogether. Well, all right, I'll go away for a few days."

Before he could change his mind he found himself aboard President Truman's plane, bound for Key West. His three weeks rest included a little fishing, a little golfing, a little painting and a great deal of thinking. On his return he told General Snyder, "You're right, Howard. I won't be much use to the university if I burn myself out." Snyder found him 10 pounds heavier, in sound health and cockily proclaiming, "Kansas stock is tough stock."

Eisenhower did agree to take things easier. That promise has proved about as durable as the conventional New Year's resolution. He made one big concession—he hasn't smoked a cigaret since. But his working hours have only become longer, his speaking engagements more crowded. The reason is to be found in the cheerful confession he made one day to Dean Carman: "This job presents a challenge I never dreamed existed, Harry; and the longer I'm at it, the more I love it."

The challenge, as Ike sees it, implies more than his university work as such. It has compelled him to speak publicly on some matters of national principle from which he might have taken a temptingly safe refuge in silence. The temptation to take the easy, wordless way is sharpened, in Eisenhower's case, by his own knowledge that any comment of his risks partisan exploitation in politics.

A typical instance was Eisenhower's address, made at the behest of several alumni, to the 193rd annual banquet of the venerable St. Andrew's Society of the State of New York. Striking off from the theme of the Scotsman's traditional tough independence, he found the tricky and flabby word "security" in his line of fire. Said Eisenhower: "I do not believe that security, in the sense that we may live in slothful indolence and ease and stagnation, can ever be achieved, unless we do it, gentlemen, as slaves of someone who directs us. Possibly we have become too regardful of things we call luxuries...."

CONTINUED ON PAGE 157

**Brighter Shines
WITH
1/2 THE RUBBING**

**Because it Recolors and
Polishes at the Same Time**

- Kiwi helps to keep your shoes softer and more comfortable.
- ASK ANY G.I. ABOUT KIWI.

KIWI SHOE POLISH
(KEE-WE)
836 SO. SWANSON ST., PHILADELPHIA, PA.

**CALK
THOSE CRACKS
WITH
Nu-CALK
SPEED LOAD**

SEAL OUT
DRAFTS, DUST
AROUND
WINDOWS
AND DOORS

Just slip a handy Speed Load into the calking gun and you're ready to calk. It's the fastest, most economical way to apply the world's finest calking compound.

**USE Nu-Glaze
INSTEAD OF PUTTY**

MACKLANBURG-DUNCAN CO.
OKLAHOMA CITY 1, OKLA.

BUY THROUGH YOUR LOCAL
HARDWARE STORE, LUMBER YARD
OR BUILDING SUPPLY DEALER

The Nation's Favorite

Switzer's Old Fashioned LICORICE

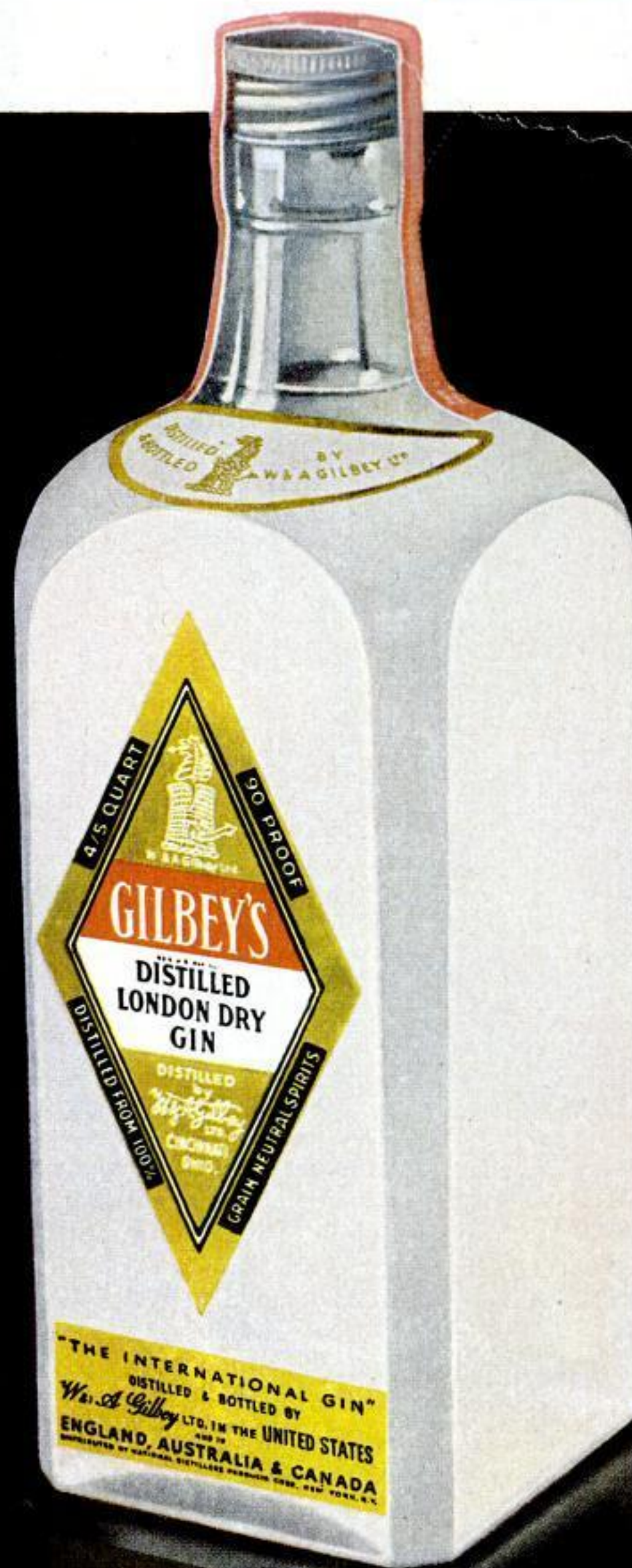
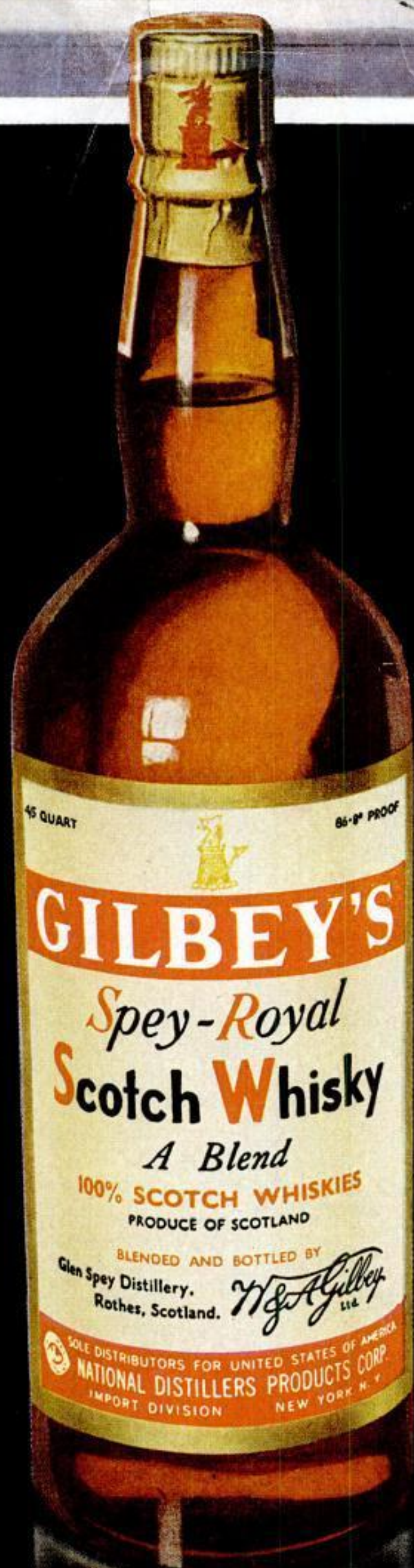
SWITZER'S LICORICE COMPANY
ST. LOUIS, MO.

Sold Everywhere

ALSO AVAILABLE IN 6 BAR PACKAGE
SWITZER'S - ST. LOUIS



IN MOST OF THE WORLD'S
FINEST CLUBS ...
IN ALL OF THE WORLD'S
FINEST DRINKS !



*The world
agrees on
"Gilbey's please!"*

GILBEY'S SPEY-ROYAL BLENDED SCOTCH WHISKY 86.8 PROOF . . . 100% SCOTCH WHISKIES DISTILLED BY W. & A. GILBEY LTD.

Gilbey's Distilled London Dry Gin 90 Proof. 100% grain neutral spirits. National Distillers Products Corporation, New York, N. Y.

OSCAR MAYER'S GREAT NEW "SACK O' SAUCE IN A CAN O' MEAT"

makes quick beef or pork meals with Fresh Cooked flavor!

An amazing improvement in canned meat meals! It's Oscar Mayer's exclusive new invention, a separate Sack O' Sauce in a Can O' Meat. Keeps sauce and meat from mingling and losing their distinctive flavors.

Here is richer, fresh-cooked flavor—because only Oscar Mayer has separate Sack O' Sauce! Get Oscar Mayer Sack O' Sauce in a can of Beef, Pork, or Wieners.

Keep several cans of the Oscar Mayer Beef, Pork, and Wieners on hand for quick, delicious meals and Barbecue-burgers. Your whole family will love the richer, fresh-cooked flavor of the savory meat and the mild Barbecue Sauce. It's a can't-be-copied sauce—a delicate blend of tomato paste, sugar, celery, vinegar, Worcestershire sauce, onion, salt, and select flavorings.

Save the one-dish meal menus on this page. They're from Oscar Mayer's own modern test kitchens. Your grocer has all the ingredients for these one-dish meals. Order today at new low prices.



Barbecue Beef and Noodles, Macaroni, or Spaghetti—Like homemade! A delicious dish that's quick to fix—easy on your budget! No waste in this 12-oz. can! Just smother the tender morsels of extra lean, protein-rich Oscar Mayer Beef in the mild Barbecue Sauce—finest of hundreds of recipes tested. Heat and serve in a bed of noodles, macaroni, or spaghetti. Mmmm!



Barbecue Pork and Whole Kernel Corn—Put variety in your meal planning—the easy, quick, money-saving way—with nourishing Oscar Mayer Pork! Simply heat the sweet, savory pork and stir in the delicious Barbecue Sauce. Serve on whole kernel corn or scalloped, cream-style corn and watch appetites perk up!



Barbecue Wieners and Baked Beans—The tempting Barbecue Sauce in the separate sack is ready to serve over the 7 regular-size, all meat Wieners. Made only of select beef and pork. Heat with canned baked beans for a tasty, quick meal! For party occasions get Oscar Mayer Cocktail Wieners with Sack O' Sauce.

FINE MEATS

Oscar Mayer

SINCE 1883

GENERAL OFFICES, CHICAGO, ILLINOIS

Ask for Oscar Mayer
"Yellow Band" Wieners, Liver Sausage,
Pork Sausage, and Sliced Bacon
at the fresh meat counter!



WITH STUDENTS before a football game, Eisenhower happily flaunts his partisanship by donning tie boldly striped in Columbia's light blue and white.

EISENHOWER CONTINUED

Maybe we like caviar and champagne when we ought to be out working on beer and hot dogs." It mattered not at all that Eisenhower was simply posing an intelligent question mark after a rarely questioned word. A great section of the press seized on Ike's phrases in a way to make them sound like a full broadside against the Truman Administration; and some editorial comment seemed bent on placing Eisenhower politically some steps to the right of McKinley.

There was, incidentally, a revealing sequel to this on the Columbia campus. Robert Frederiksen, ex-GI editor of the undergraduate *Spectator*, editorially rapped the general who "doubles as president of this university." When campus controversy flared and newspapermen asked for Eisenhower's reaction to the editorial, he told them, "I never told anyone what to write when I was Commander-in-Chief, and I'm certainly not going to tell anyone what to write now that I'm a university president. More power to the lad who wrote that editorial."

On the whole, however, these have been tough times for those politicians furiously straining to read into Eisenhower's words some pat endorsement of their own preconceptions. This is not because the man is coy or cagey but simply because he has seen no necessity to cast his principles in harsh partisan language. He has, it is true, laced more than once the let-Washington-do-it laziness of the man "who yells to the government for help every time his roof is leaking." But professional archconservatives could only wince at his tart message to the alumni a year ago: "Some reactionaries see no hope for us except in a vain attempt to return to the methods, practices and circumstances of the late 19th Century. Others urge a revolutionary breaking away from all connection with the past to embark on palpably dangerous experiments. . . . Universities learned long ago that their defense as well as their existence was to remain centers of independent thinking. . . . We expect to teach oncoming generations of students that intellectual, spiritual and political freedom has been the principal ingredient in American greatness. . . . At Columbia we do not share the neurotic fears of some pessimists."

No chest-thumping

THIS last October, speaking before the New York *Herald Tribune* Forum, Eisenhower again set forth his political beliefs with that precision and judiciousness that so enrages hard-breathing, chest-thumping partisans. First he quietly put nostalgic frontier conservatism where it belonged. "The essential dignity of man and the mastery of man over his institutions," he declared, "were less expressed in the facts of American life in 1849 than they are in 1949. . . . A few men of industrial power could [in 1849] throw a region into a panic; a single person could, on a whim, shut down the mills of a community and self-righteously judge himself guiltless of the suffering imposed on workmen and their families. Americans in the century just past have used the power of self-government to the progressive advantage of our people." But—secondly—he called for a new, workmanlike survey of that crucial dividing line separating government responsibility and individual responsibility. "To help us," he said, "I believe that nothing could be more

CONTINUED ON NEXT PAGE



Get the WORLD'S FINEST SELF- POLISHING WAX

for your floors!

"Marvelous for linoleum,
rubber or asphalt tile, terrazzo,
finished or painted
wood floors!"

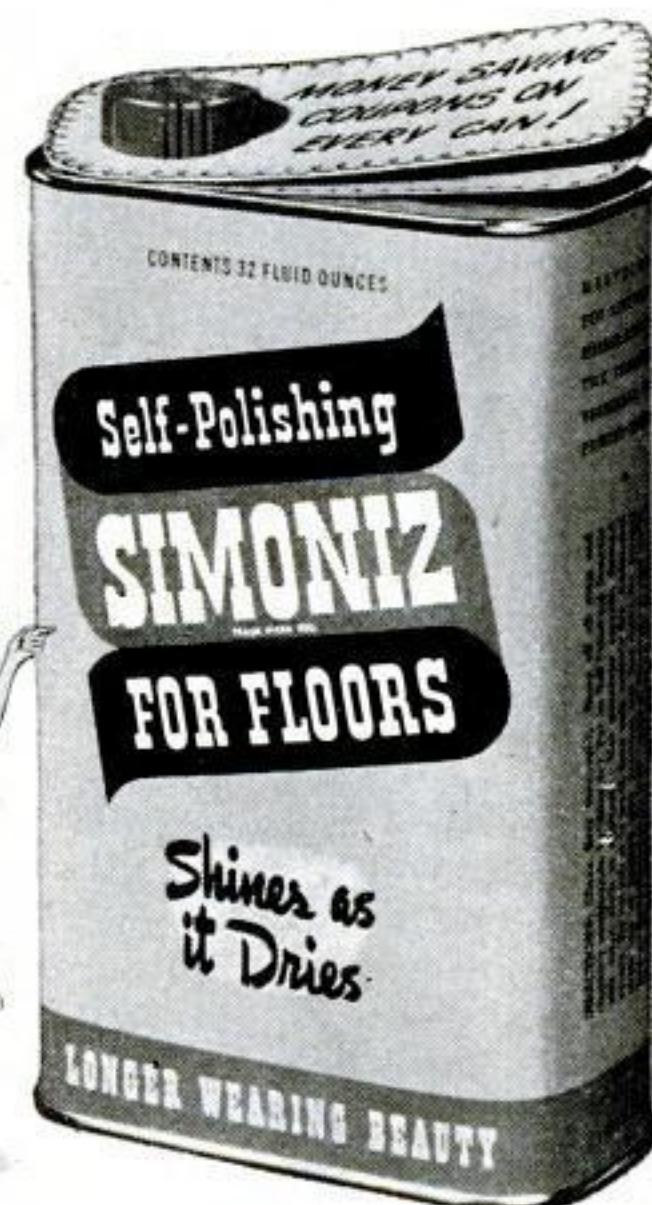
Sold by grocery, hardware,
variety, drug, accessory and
department stores — and
linoleum dealers everywhere.
THE SIMONIZ COMPANY, CHICAGO 16, ILL.



Self-Polishing Simoniz OUTSHINES... OUTLASTS THEM ALL!

Now Self-Polishing Simoniz gives your floors sparkling beauty that lasts and lasts... saves you time and money! Try this miracle wax! Spread Self-Polishing Simoniz over your floors. As it dries they take on the most dazzling luster imaginable . . . without buffing or polishing. It's beauty, too, that won't wash off even with repeated damp moppings. Self-Polishing Simoniz is completely water repellent.

So give your floors the same lasting beauty that makes Simoniz so famous for cars. Always insist on Self-Polishing Simoniz.



NOW YOU CAN
wear a *different* watch band
with every costume



#6032—\$7.75
#3047—\$6.95
#3318—\$3.95
#6056
\$6.95

Switch watch bracelets
in just 8 seconds*
with a



WATCH BAND

Now you can have a whole wardrobe of watch bands for the same watch... because these lovely new J-B creations have the marvelous new End-O-Matic End that you can attach or detach yourself, in a few seconds. You'll want several for daytime and evening wear. See them at your jewelers.

In precious gold-filled quality, \$3.95 to \$9.50
FED. TAX INCL.

*CERTIFIED BY
U.S. TESTING CO.
Jacoby-Bender, Inc., 161 Avenue of the Americas, New York 13



PRESIDENT'S HOUSE, provided rent-free by Columbia, has 21 rooms cared for by five servants whose salaries the university also pays. Reception rooms are on first two floors, the Eisenhowers' informal living quarters on the third, guest rooms on the fourth, and there is a recreation room on the roof.

EISENHOWER CONTINUED

effective than a convocation of leaders in every field. . . . I should be proud to see Columbia cooperating in such an effort, its purpose to develop a clear and authentic chart of this dividing line. The result might not satisfy the mind and conscience of each of us, yet the question would be rescued from the domain of prejudice, emotion, partisan politics and selfish interest, and be subjected to logical analysis and enlightened judgment."

If Eisenhower's mind could be said to be dedicated simply to two propositions, they would be aptly defined in those words: "logical analysis" and "enlightened judgment." They suffice to suggest why he might be a tough steer to try to ride in the American political rodeo.

The students' view of Ike

ON the campus on Morningside Heights you find that the average undergraduate is politically somewhat more "liberal" than his Ivy College colleague. Listening to them as they sip Cokes in the Lion's Den, or "bull" in the lounge of Livingston Hall, or lounge on the steps leading to the Low Memorial Library, I decided that something like 90% of the undergraduate body is for Ike. One articulate critic, the *Spectator's* Frederiksen, does complain that he ought to spend more time with the undergraduate college, less with the university's graduate schools; but this is an ancient lament of Columbia undergraduates, who feel smothered in the university's hugeness. Student leaders like Bill Davis, president of the Dormitory Council; Emil Chaky, varsity football player; and Tokyo-born Ike Shapiro, of the *Spectator* staff, have far different views. Shapiro sums them up: "Most college presidents are stuffed shirts. No one can say that about the general. When he talks to us, he talks our language." All of them like him for simple, concrete things: his interest in a new gymnasium, his frequent presence at Baker Field during football season, his practice this semester of casually dropping into classrooms—one morning it's Donald O'Connell's Economics, one afternoon it's Bartlet Brebner's British Constitutional History, another day Mark Van Doren's Narrative Art.

At lunchtime in the Men's Faculty Club on 117th Street the talk you now hear about Eisenhower has noticeably warmed with two years' acquaintance. Many still lament the demands that so often take him from the campus, and there has been much criticism of the trip he made to Texas last December during which his speeches seemed to have a definite political slant. But now the professors understand more clearly than before brother Milton's tribute to Ike as a "scholar." Most of them talk about the way Associate Professor of Economics Robert L. Carey does: "When he first came to Columbia, he was simply the great military hero, a famous curiosity. It's different now. The amazing respect for him isn't blind

*Glints the Hair with
Lustrous-Color*

Use after each shampoo . . . covers
gray — brightens dull hair.
Used by millions of women for
the past 30 years.

11 shades, 1 colorless

GOLDEN GLINT HAIR RINSE

10 and 25
cents
Everywhere




**Pleasant
TO TAKE!**

**Pleasant
IN ACTION!**

FOR RELIEF OF CONSTIPATION
EX-LAX
THE CHOCOLATED LAXATIVE
For Children
& Grown-ups

10¢ & 25¢



As you read this, you are one person in the largest single audience available to advertisers—the 23,950,000 readers of **LIFE**

"Cool as a Lake Breeze"
**Michigan
Mints**
FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

FISHERMEN!

Ask your druggist about our giant
"Fishermen's Prize Festival"
Hundreds of prizes...easy to win!

Barbasol



CONTINUED ON PAGE 160

FILM GLUES ACID TO YOUR TEETH !

Tooth decay is caused by the acid that film holds against your teeth. This acid is formed by the action of mouth bacteria on many foods you eat.

PEPSODENT REMOVES FILM ! HELPS STOP DECAY !

When you use film-removing Pepsodent Tooth Paste right after eating, it helps keep acid from forming. It also removes the dulling stains and "bad breath" germs that collect in film.



Awake or asleep
—film is gluing acid
to your teeth !

FILM NEVER LETS UP !

Film is forming on everyone's teeth day and night. Don't neglect it. Don't let decay start in your mouth. Always brush with film-removing Pepsodent right after eating and before retiring. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium* or Pepsodent's gentle polishing agent. Use Pepsodent every day—see your dentist twice a year.

YOU'LL HAVE BRIGHTER TEETH
AND CLEANER BREATH when you
fight tooth decay with film-removing Pepsodent!



Ask your
Dentist!

ANOTHER FINE PRODUCT OF
LEVER BROTHERS COMPANY

*IRIUM IS PEPSODENT'S REGISTERED TRADE-MARK FOR PURIFIED ALKYL SULFATE.



it could be
you!

For a stocking that makes your legs look lovelier—and yet is longer-wearing—try Cameo NYLOMIST...the new 60-gauge stocking that's knit with a finer stitch. It's *sheerer*, yet actually *sturdier*. What more can you ask?

BUR-MIL®



CAMEO®
stockings

EISENHOWER CONTINUED

worship. After he leaves a classroom, you hear the students say, 'He's a great guy.' " And John Krout, dean of Graduate Faculties, says soberly, "Take him in a laboratory where the most technical experiment is being conducted, and before long he's asking the most searching questions. It's simply that he—he's got the right instincts, that's all."

Both Ike and Mrs. Eisenhower have, for their part, developed a warm loyalty to Columbia. Their affection for the university is happily complemented by the pleasure they take in the home which Mamie Eisenhower has made of the big presidential mansion on Morningside Drive. While the first two floors remain rather forbiddingly formal, she has converted the third floor into a warm, cheerful apartment, complete with kitchen. From the windows here, Mamie Eisenhower points with the most fervent pride of the old New Yorker to the sights below ("There's Harlem... that's the Triborough Bridge... almost see La Guardia airport") while old friends of the wandering army-post days listen in openmouthed wonder. There is one room in the house seen by only their closest friends—a converted penthouse that formerly held nothing but an emergency water tank. "This is pure Eisenhower," Mamie Eisenhower says, pointing to the white wicker chairs, the comfortable divan that once served them at Fort Meade, and the paintings by Eisenhower which hang on the walls. Here she and the president spend every Sunday. There is only one photograph on the wall, an early picture of Mrs. Eisenhower's family—mother, father and four girls. ("My father was disappointed because none of us were boys," she says, looking at the picture. "That's why two of us in the picture have boyish haircuts.") With stubborn devotion Mrs. Eisenhower insists that Sunday is the one day the general does not belong to Columbia. As she explains, "It's the only day in the week he eats breakfast."

Eisenhower gets from his painting the same deep pleasure (and the same delightful lack of distinction) as does his friend Winston Churchill. He is, of course, the first painting president in Columbia's long history. Interestingly, recent Columbia presidents have devoted much of their time to political activity. President Seth Low left the university to become New York's mayor. And Nicholas Murray Butler, in tireless quest of the presidential nomination, did in 1920 receive 69 first-ballot votes at the Republican party convention.

In political as in academic life, Dwight David Eisenhower has not followed the ways of his predecessors. Yet he can live in a vacuum no more successfully than the university he heads. So he undoubtedly will continue to say what he believes—and to serve it.



HE KEEPS IN THE PUBLIC EYE with occasional appearances as an expert on military science. A few weeks ago he made headlines by recommending to a Senate subcommittee that an additional budget outlay of \$500 million be allotted to allow the Air Force to maintain 48 modernized groups, strengthen defense of our Alaska air base and expand the Navy's antisubmarine forces.

**RELIEVES
HEADACHE
NEURALGIA
NEURITIS PAIN**

FAST



Here's Why...

Anacin® is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients that are specially compounded to give FAST, LONG LASTING relief. Don't wait. Buy Anacin today.

NEW MINTS Medically Proven
Quickly RID STOMACH

of **GAS**
Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle. BiSoDoL Mints give longer-lasting relief than baking soda—yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief—anywhere, anytime. 10¢.

BiSoDoL—Reg. U. S. Pat. Off.

Corns?

- NOW!** 1. FASTEST RELIEF EVER...
2. QUICKEST CORN REMOVING ACTION KNOWN...
3. THE ONLY METHOD THAT STOPS CORNS BEFORE THEY CAN DEVELOP

Dr. Scholl's Zino-pads instantly stop painful shoe friction, lift pressure on corns, sore toes. And they give you the quickest corn removing action known to medical science. Dr. Scholl's is the only method, too, that stops corns before they can develop. No wonder Zino-pads are the world's largest selling foot reliefs. Get a box today. Sold everywhere.



Dr. Scholl's Zino-pads

FOR HOME PERMANENTS!

And all your cosmetic uses. Dispenses clean cotton as you need it—special top holds wave lotion. New, practical, inexpensive.

COTTON PICKER®

Cosmetic and Nursery Cotton
A CURITY Product

(BAUER & BLACK)

Division of The Kendall Company, Chicago 16

MR. PEANUT
Salt and Pepper Shakers

New, colorful table fad. Lustrous plastic 3 1/4 ins. high. Send only 20¢ and two empty PLANTERS PEANUTS bags per set. Your choice: red, blue, ivory or green. Order today. Address PLANTERS PEANUTS, Dept. SL, Wilkes-Barre, Pa.



no other rug
...so beautiful...so long lasting
costs so little

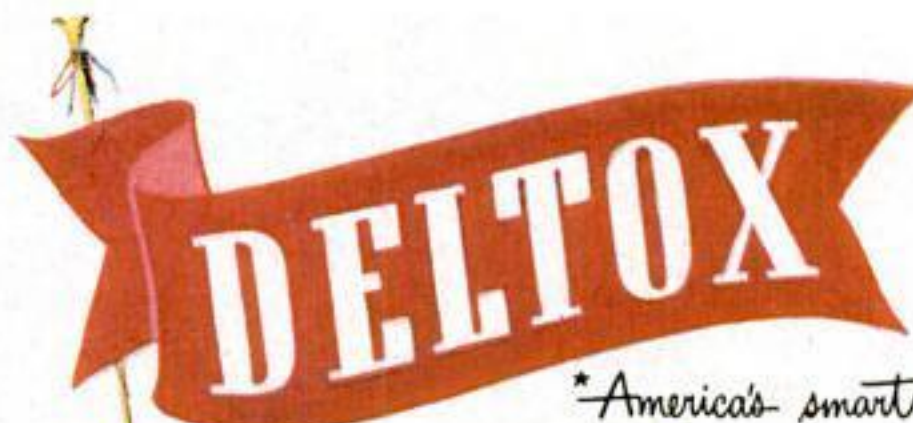
A Deltox Rug for any room in your house

Less than \$20 (9x12)

More rug beauty than you dreamed of at a price so low! You'll want more than one lovely Deltox Fibre Rug to dress up your home this spring.

Summer or winter...upstairs or downstairs...a Deltox Rug fits any decorating scheme, traditional, modern or in-between. The wide, wonderful variety of patterns and lovely, easy-to-match colors blend so well with paint and fabric shades. The beauty of every Deltox Rug is woven through and through. In fact, most are reversible—give you *two* usable long-wearing surfaces. So easy to keep clean, too...Deltox Rugs have no nap or pile to catch and hold dust and dirt. In every way, they're as practical as they are beautiful.

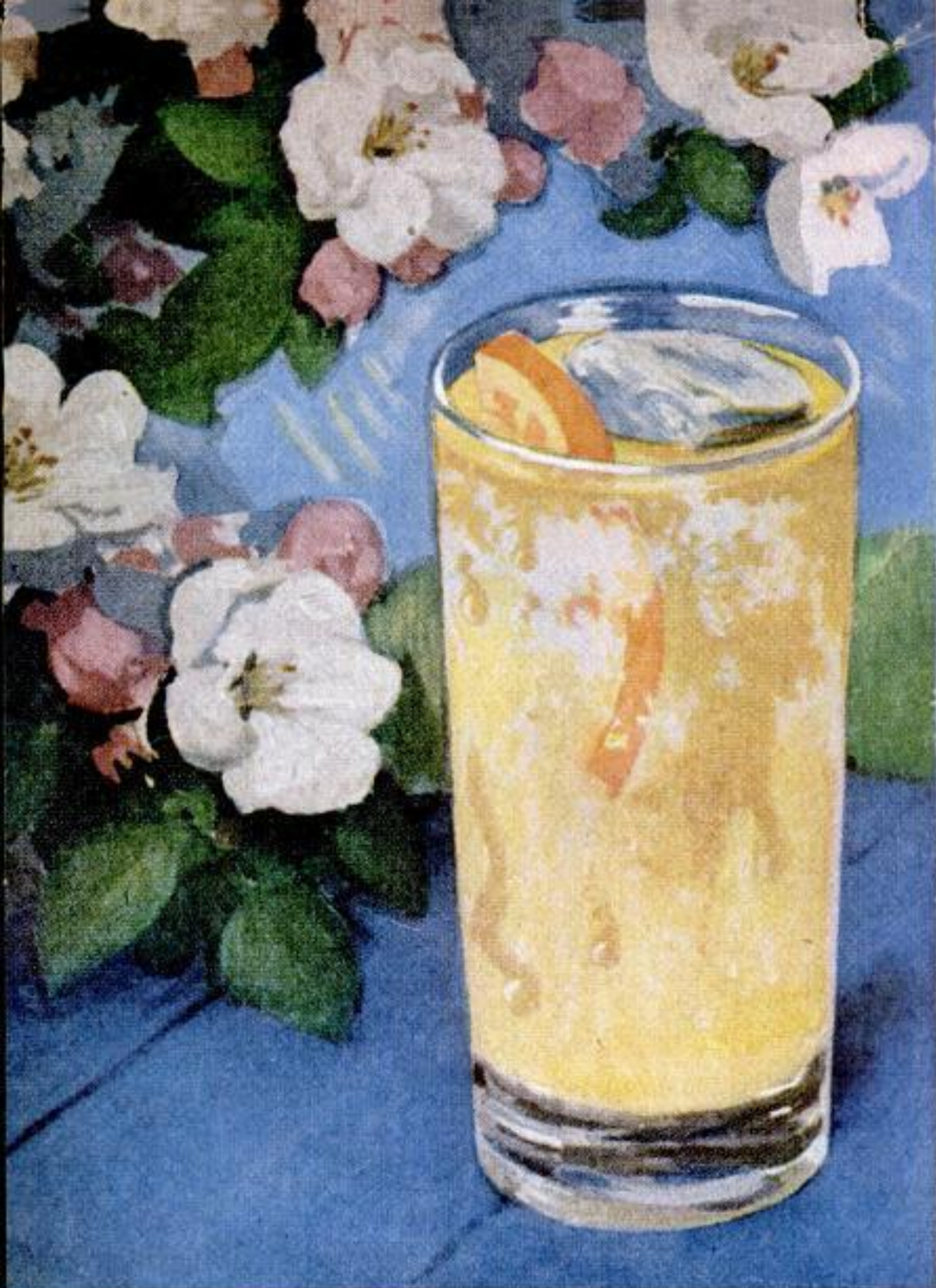
• Most patterns are available in special sizes to your order, as well as regular rug sizes. If you can't find Deltox Rugs in your city, write us direct. Send your name and address with name of rug pattern, color and size you desire and we'll see that you are supplied. Deltox Rug Company, 295 Fifth Avenue, New York 16, N. Y.



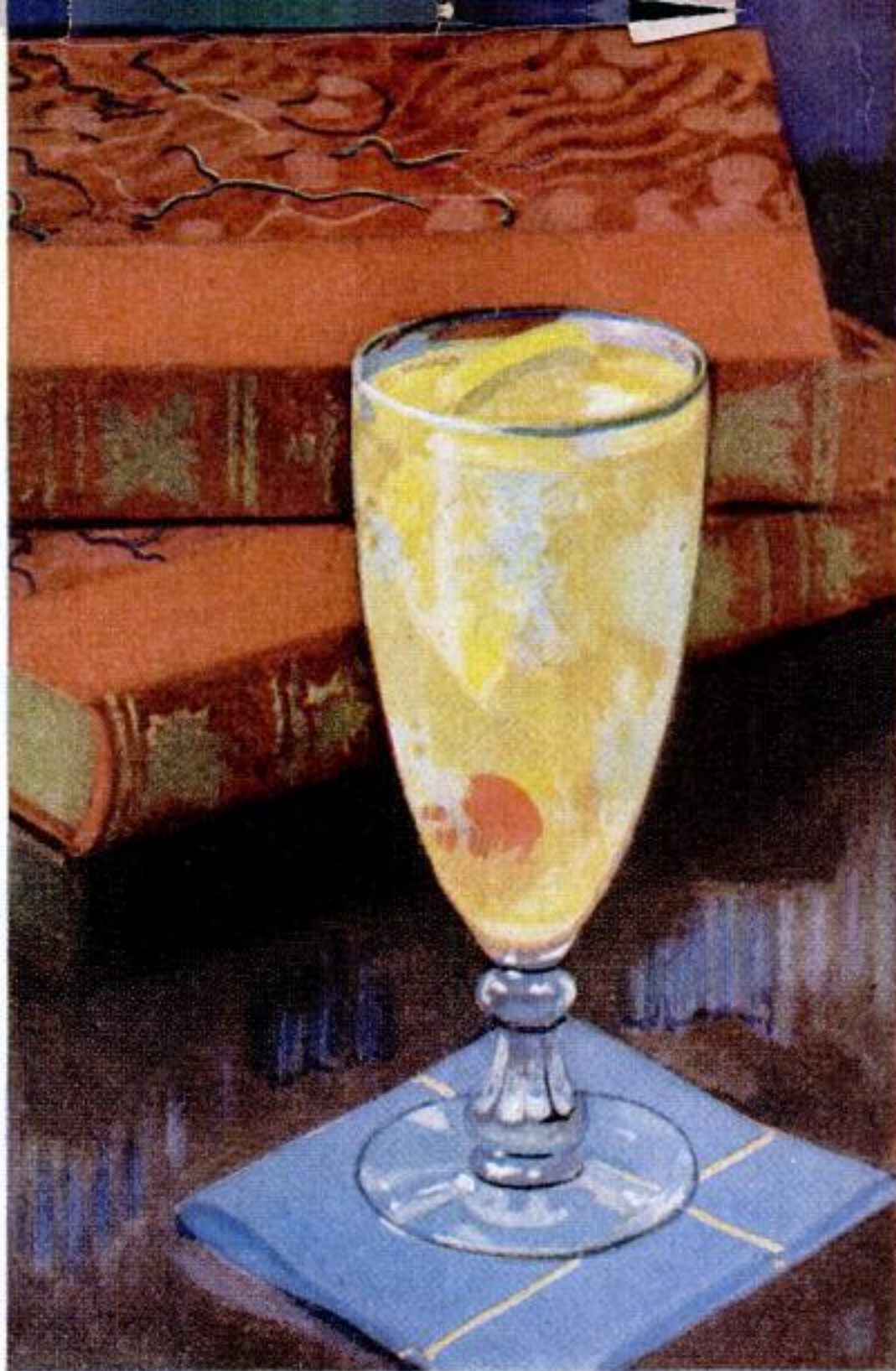
**America's smart low price rug*



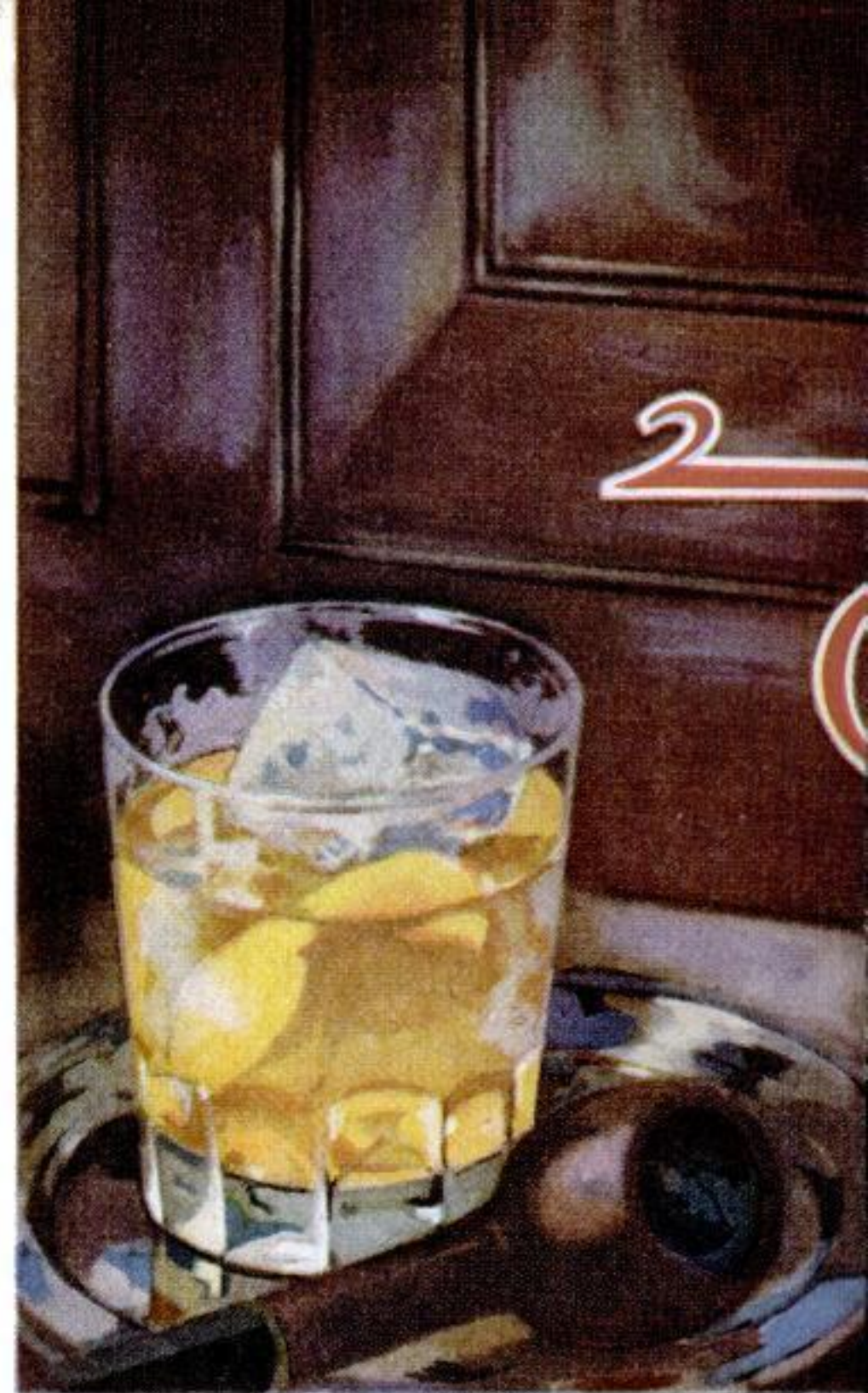
Your choice of 5 colors
in each pattern



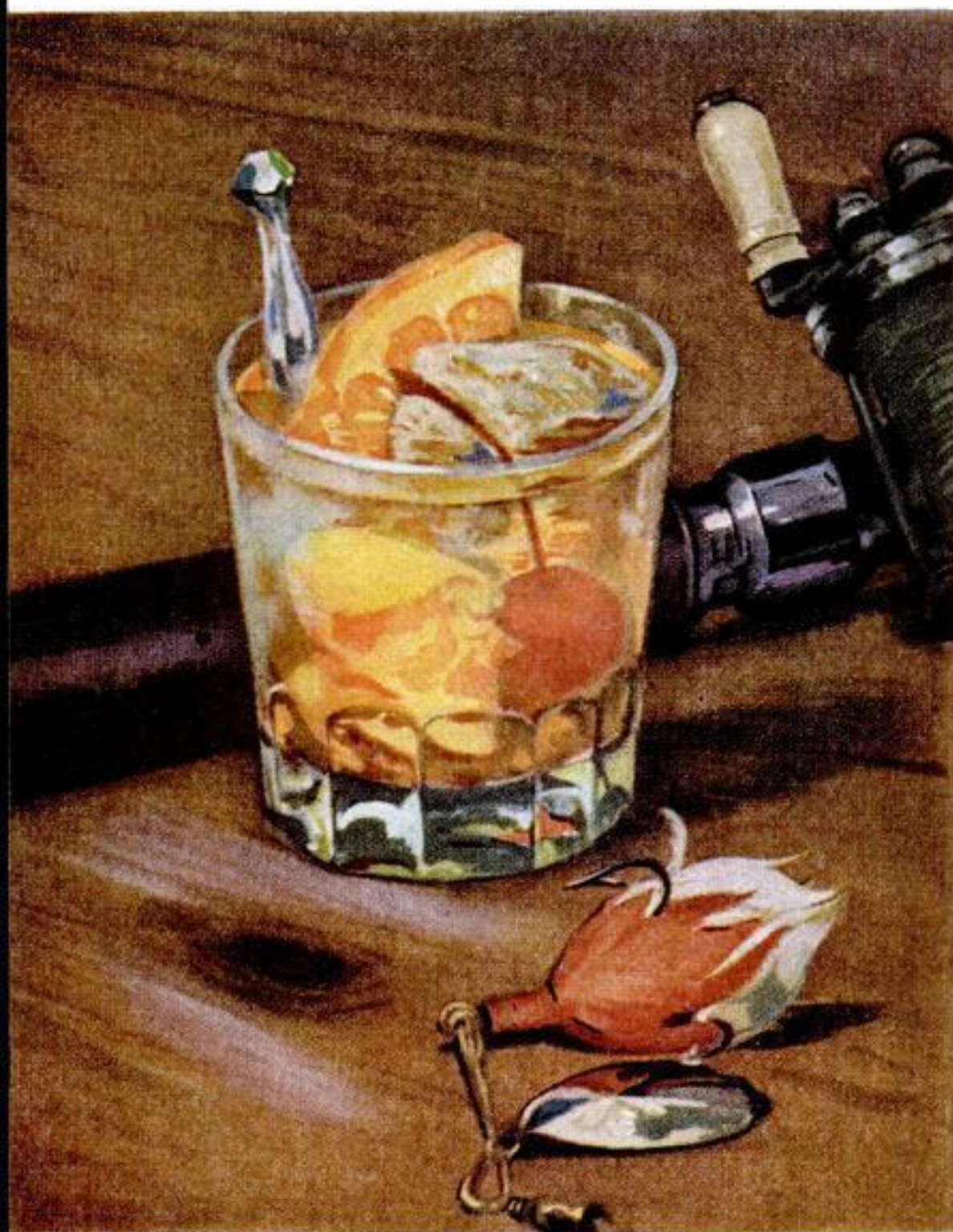
SEAGRAM'S 7 CROWN COLLINS. Tall, cool and delicious...the whiskey collins has one thing in common with the six other drinks illustrated here: This hot weather favorite is SURE to be at its best when you make it with America's favorite whiskey.



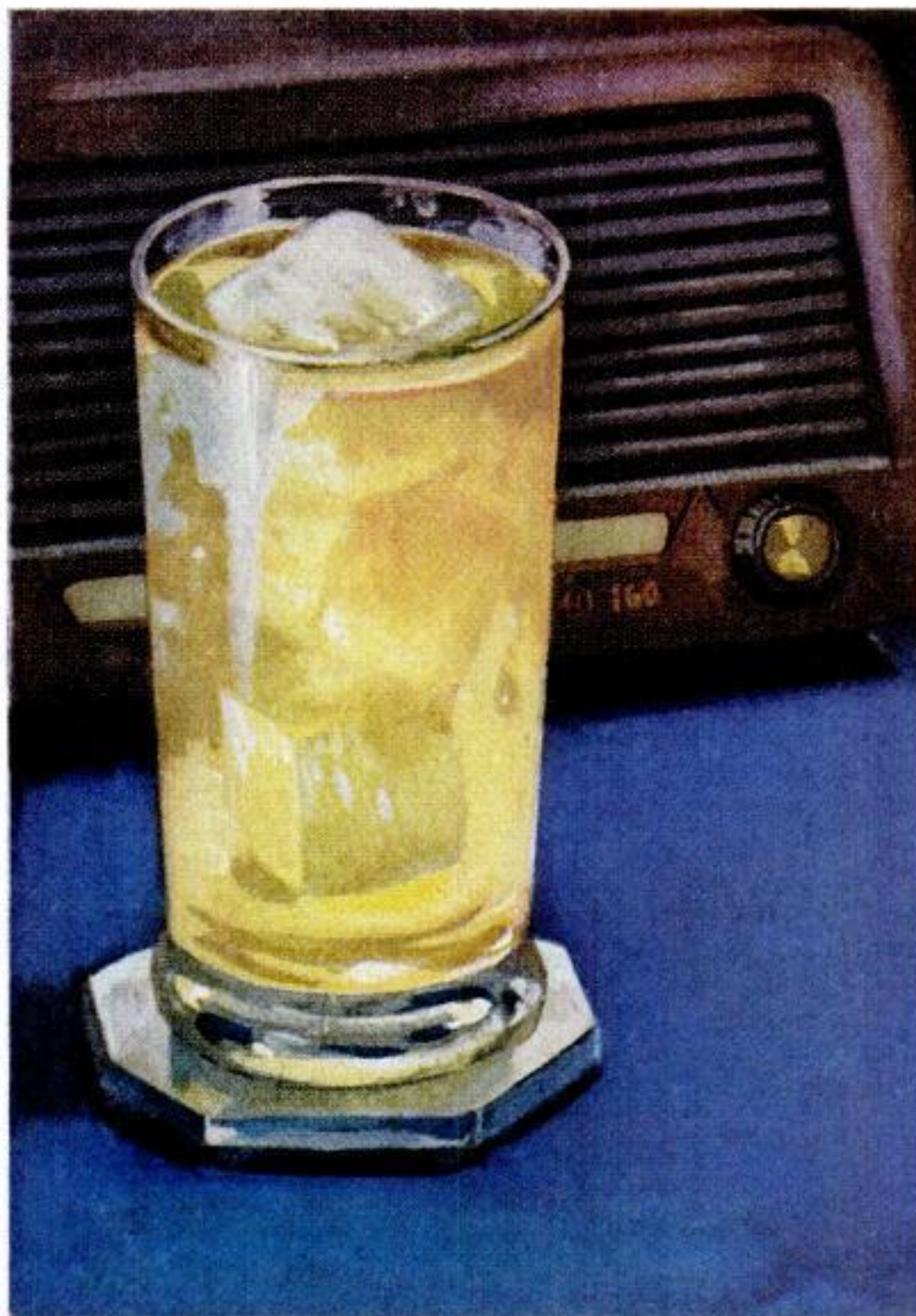
SEAGRAM'S 7 CROWN SOUR. For the smoothest sour of them all, your lucky number is 7. Yes, it won't take more than just a taste to convince you that the best friend a lemon ever had is the matchless mellowness of Seagram's finest American whiskey.



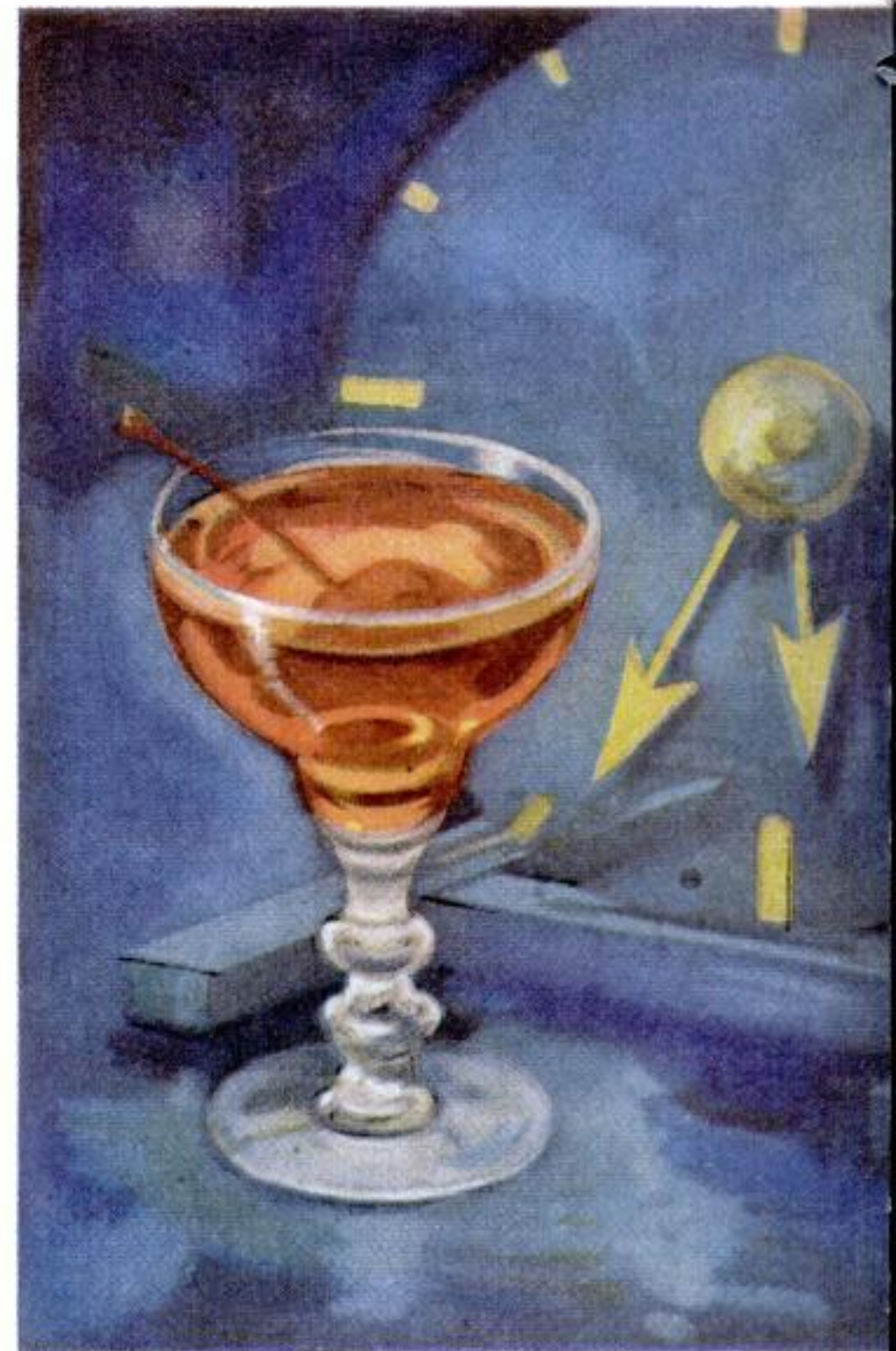
SEAGRAM'S 7 CROWN "OVER ICE." Getting the call more and more these days from men who really enjoy the taste of fine whiskey. A few chunks of ice in an old fashioned glass...then an ounce and a half of Seagram's 7 Crown. Simple...butswell!



SEAGRAM'S 7 CROWN OLD FASHIONED. Always right up there at the top of the "Sip Parade." And always SURE to taste even better than it looks...when you make it with Seagram's 7 Crown—the whiskey that's always SURE to please.



SEAGRAM'S 7 CROWN HIGHBALL. Any time it's put to the test of America's taste, the highball is voted "most popular." And when you make it with Seagram's 7 Crown, plus ginger ale or soda, you can be SURE it's also "most likely to succeed."



SEAGRAM'S 7 CROWN MANHATTAN. SURE as Manhattan is the enjoyment center of New York, the most enjoyable Manhattans are centered on Seagram's 7 Crown. You don't know how fine this cocktail can be...till you've made it the SURE way.

In America's 7 greatest cities, hundreds of people were asked, "What are your 7 favorite whiskey drinks?" The winners—*America's favorite Seven*—are illustrated above. Next question:—"What is your favorite whiskey for making these drinks?" Again by a wide margin, it was 7 Crown—Seagram's finest American whiskey!

Say
Copyrighted material

AMERICA'S FAVORITE SEVEN



SEAGRAM'S 7 CROWN MINT JULEP. From plantation to penthouse, America's favorite juleps are made with Seagram's 7 Crown. No better-tasting drink—from top to bottom—ever passed from gracious host to grateful guest. That's SURE!



Seagram's *and be* Sure

SEAGRAM'S 7 CROWN. Blended Whiskey. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

Copyrighted material

It's a **Lucky** Day When You Discover



Look twice at that Lucky Leaf emblem. Fix the words "Lucky Leaf" firmly in your mind. They are more than a new brand name. They are a new assurance of highest quality in apple products—glorious treats put up by the folks who grow the apples. Delicious Sliced Apples for pies and other desserts. Rich-flavored,

Apple Products

golden Apple Sauce. Tangy, sparkling Apple Juice—and other apple favorites.

Lucky Leaf Apple Products are truly born under a lucky star. They are prepared from tree-ripened fruit grown in the famous orchards of the Blue Ridge Mountains—orchards where ideal growing conditions and long years of careful cultivation combine to produce apples of finest body and flavor.

You may be sure, too, that nobody knows better how to safeguard the delicate flavor of apples than the folks who

grow them. In the modern, spick-and-span Lucky Leaf plants apples are individually inspected, cooked in gleaming stainless steel kettles and kept under constant scientific supervision to preserve their pure flavor and orchard-fresh goodness.

Ask for Lucky Leaf Apple Products at your favorite food store. If they have not yet stocked them, send us their name and address—and your name and address—on a post card. Write to Knouse Foods, Peach Glen, Pennsylvania.

Put up by the Folks who GROW the Apples!



So Easy... So Delicious... APPLE PIE
Made with Lucky Leaf Sliced Apples

No tedious peeling—no waste—and you're always sure of the same delicious result. Follow this simple recipe.

1 (No. 2.) can LUCKY LEAF sliced apples	¼ teaspoon cinnamon
½ cup sugar	1 tablespoon butter
2 tablespoons sifted flour	

Pastry for 8-inch double crust pie

Turn contents of can of apples into pastry lined 8-inch pie plate. Mix dry ingredients. Sprinkle over apples. Dot with butter. Top with pastry which has been pierced with knife. Fold edge of upper crust under lower. Flute edges. Bake in hot oven (450°F.) 30 minutes.



HARDING RUNS FOR PRESIDENT IN 1920



TENOR CARUSO AND BARITONE ANTONIO SCOTTI ARRIVE FOR OPERA SEASON



F.D.R. RUNS FOR VICE PRESIDENT, 1920



GEORGE GERSHWIN PLAYS HIS JAZZ

"THE GOLDEN TWENTIES"

MARCH OF TIME brings carefree past back to life

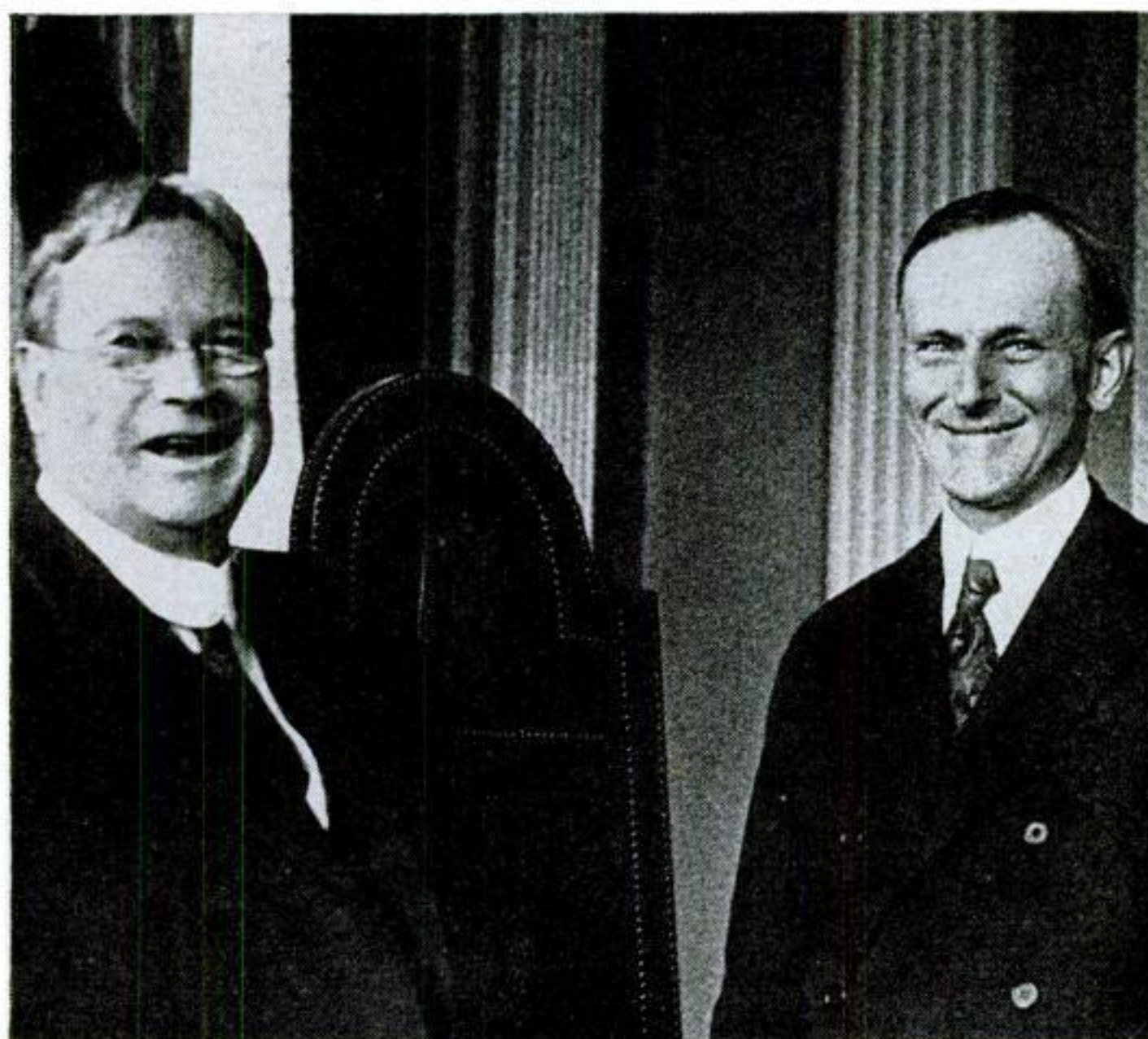
In its mid-century issue at the beginning of this year *LIFE* took a look at the 1920s through the memorable figures of that era who are still living—Hoover, Dempsey, Whalen, Clara Bow and others. Now the *MARCH OF TIME* is giving the same era a full-scale treatment, *The Golden Twenties*, an hour-long feature film which, in recalling the period's personalities, includes the distinguished dead shown on this page. With commentaries by such living celebrities as Elmer Davis and Red Barber the film records amusingly and nostalgically the events which most stirred or shocked or amused America between the False Armistice in 1918 and the great Crash of 1929. There is a faint rumble of portentous events on the outskirts: strikes, the Sacco-Vanzetti case, peace conferences. But mostly the past is recalled the way oldtimers like to think of it: noisy, irresponsible, lots of fun. The 1920s look in this movie the way F. Scott Fitzgerald remembered the last half of them: "like a children's party taken over by the elders."



EARL CARROLL MEASURES GIRL'S BOSOM



BRYAN ATTENDS THE SCOPES TRIAL



"SILENT CAL" COOLIDGE SHARES AMUSING MOMENT WITH HIRAM JOHNSON



"CZAR" LANDIS REIGNS AT BALL GAME

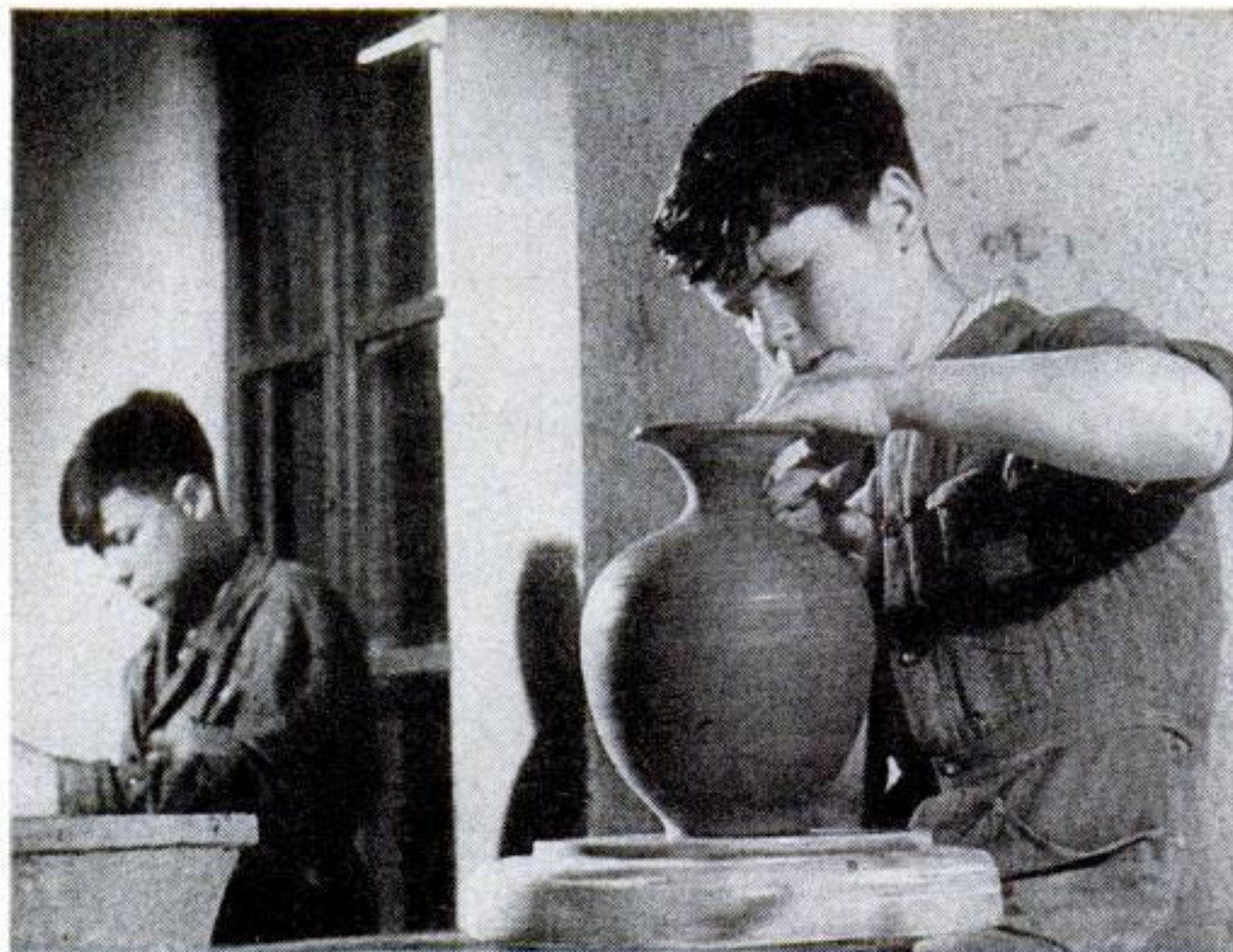
LOOKING for SOMETHING ?




GARDEN EQUIPMENT




To find the products you need—use the YELLOW PAGES OF YOUR TELEPHONE DIRECTORY

CARLO (RIGHT) LEARNS POTTERY AS HE STARTS BACK TO NORMAL LIFE

"OSCAR" WINNING DOCUMENTARY



MONSIGNOR J. P. CARROLL-ABBING

Being generally released at the same time as *The Golden Twenties* is another MARCH OF TIME film which deals with a completely different kind of world and received an Academy Award this year for "distinctive achievement in documentary production." Called *A Chance to Live*, it looks at the children left homeless in the rubble of wrecked cities. One way of dealing with them is that worked out by Monsignor John Patrick Carroll-Abbing, an Irish priest in Italy. He formed a little community, a Boys' Republic, which has been the model for others. In them orphaned vagabonds can rebuild their lives, doing honest work and learning the responsibilities of self-government. The film tells how one boy, Carlo, learns to fit into the first decent way of life he has ever known.

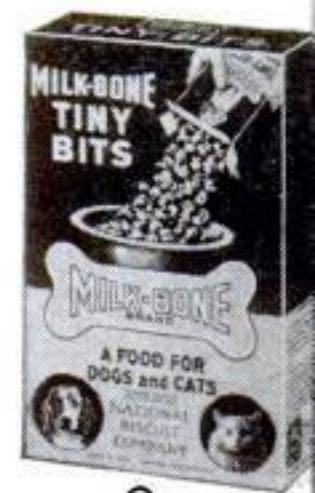


CARLO STANDS TRIAL before boys' court for wilfully breaking another boy's jar. He revolts against sentence, runs away from Republic, eventually comes back to rejoin it, having learned first lesson of responsible citizenship.



MY DIET'S BALANCED FOR ME

It's easy, economical to balance your dog's diet to his individual nutritional needs with MILK-BONE TINY-BITS! Just add table scraps or soup to this basic, vitamin-rich food. Thrifty to feed because it comes in concentrated form—you add the liquid! Baked for purity and easier digestion, MILK-BONE TINY-BITS are sealed in lined cartons to keep fresh. Order some today!




MILK-BONE TINY-BITS contain nutrients your dog needs: Vitamin A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.

NATIONAL BISCUIT COMPANY

T-N-T POPCORN
for perfect popping

TUMS BAD NIGHT?
Take Tums—feel RIGHT!
Relieve acid indigestion, gas, sour stomach, almost instantly



10¢ Handy Roll
3-roll package, 25¢
for the tummy

HOW ELSE TO KEEP MY POSTCARDS SAFE? LET ME "CORNER" 'EM.
I PROTECT WHAT YOU COLLECT

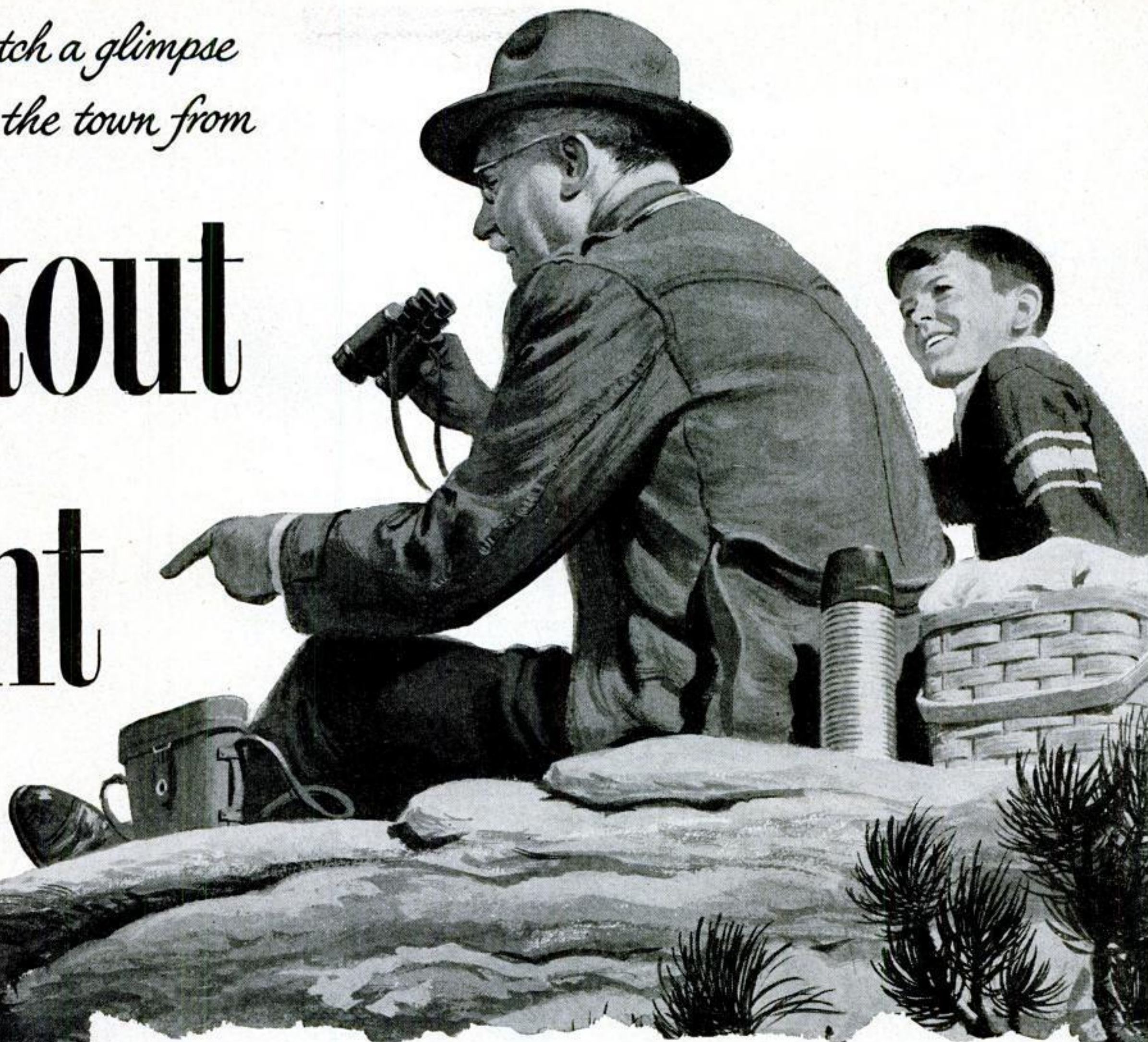


QUICK...NEAT...SECURE
Three sizes, 12 colors. For snapshots, cards and other keepsakes.
ACE ART COMPANY
READING, MASS.
NUAGE MOUNTING CORNERS

10¢ A PKG

*Sometimes you catch a glimpse
of more than the town from*

Lookout Point



THE MAN and his grandson came into the clearing. "This is Lookout Point," the man said. "I like to sit here and look down there at our town."

"It's a swell place," the boy said.

They sat on a flat stone ledge, many years weathered. Below them the town spread out in its irregularity like the hub and broken spokes of an old wheel.

As they ate their lunch, the man pointed out some of the landmarks. "You can see the Rogers factory over there to the east. See it?"

The boy nodded and his grandfather continued. "That's been very important to our town and, you might say, I'm sort of responsible for the factory being there."

"How's that?"

"Well, there were two partners started the plant. They had a tough time of it. I was getting started as a New York Life agent. One day I got them to take out some insurance so, in case one of them died, the other wouldn't lose the business. Some years later one partner did die—but the business kept going."

"It's sure a big factory," the boy said. "What is that big chimney over there?"

"Part of the Bronson Nurseries. There's

quite a story about that nursery. I'll tell you about it another time." He could have gone on by the hour, telling how he had insured Mr. Bronson, whose widow used part of the insurance money to start a little flower shop which had grown into a very successful nursery. Or he could have told about how Sam Dunbar had borrowed on his endowment policy to help get his gasoline station started.

He could have, but he remembered that boys like to hike more than they like to listen.

The youngster was looking intently at his grandfather. "You sure like that town, don't you?"

"Yes, I do. I've been part of it for a good many years." He took a last glance over the countryside. "Maybe an important part of it." He cleared his throat. "Come on, Son, we'd better get started for home."

They left Lookout Point behind them and headed down the winding trail.

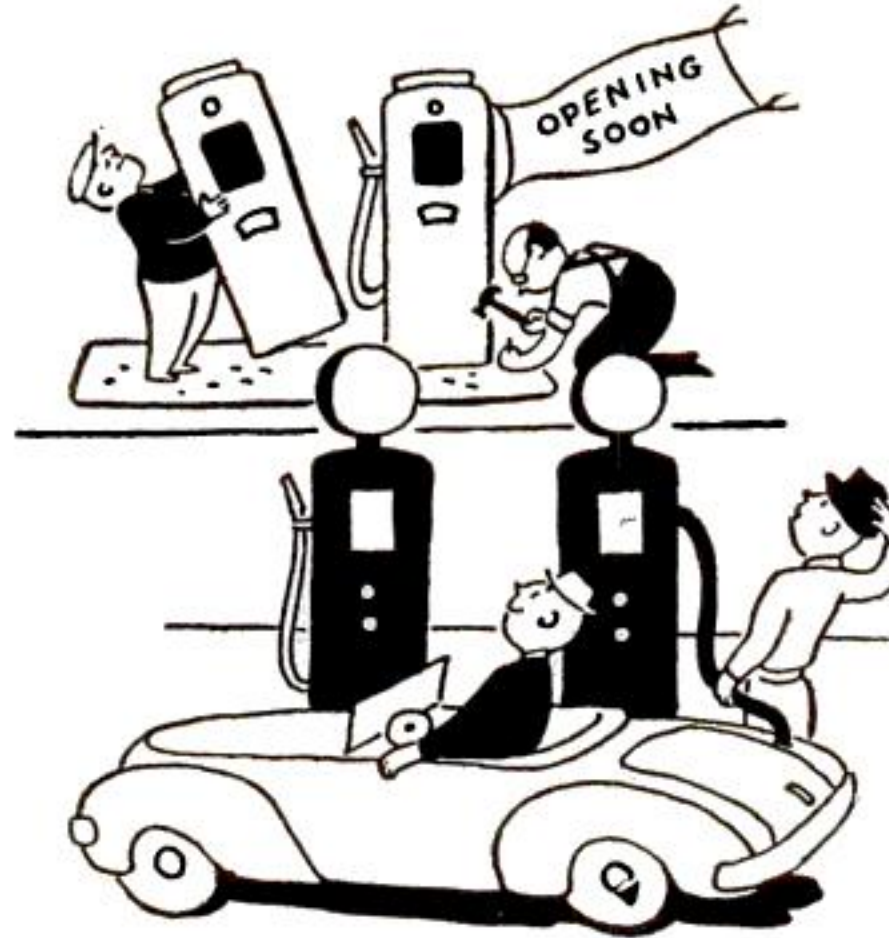
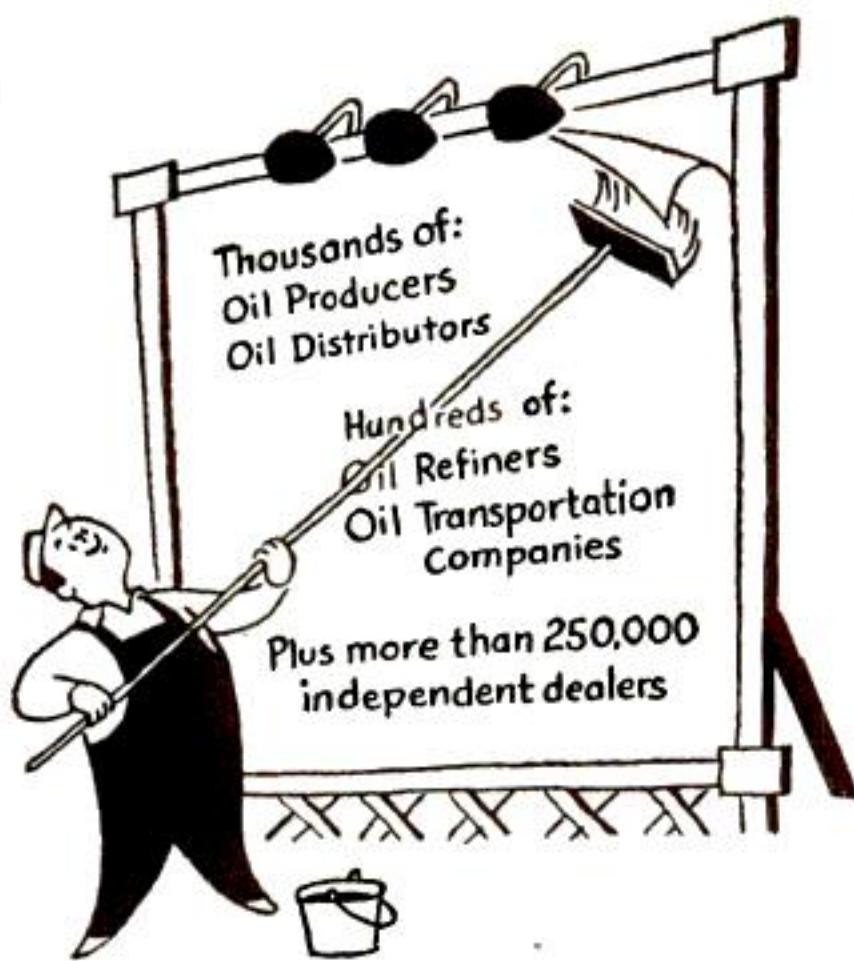
NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.

THE NEW YORK LIFE AGENT
IN YOUR COMMUNITY
IS A GOOD MAN TO KNOW

Naturally, names used in this story are fictitious.



Take one person... who has everything to himself... and you have a monopoly.



Take thousands of firms... that strive to out-do rivals... and you have the oil business.

IF YOU EVER HEAR anyone link the word "monopoly" to the oil business, you can be sure of one of two things—he just is downright uninformed or he is deliberately trying to mislead.

The truth is there are thousands of individual firms of all sizes in the oil business. Each competes with rivals to win *your* favor.

That's why more and more oil is discovered. That's

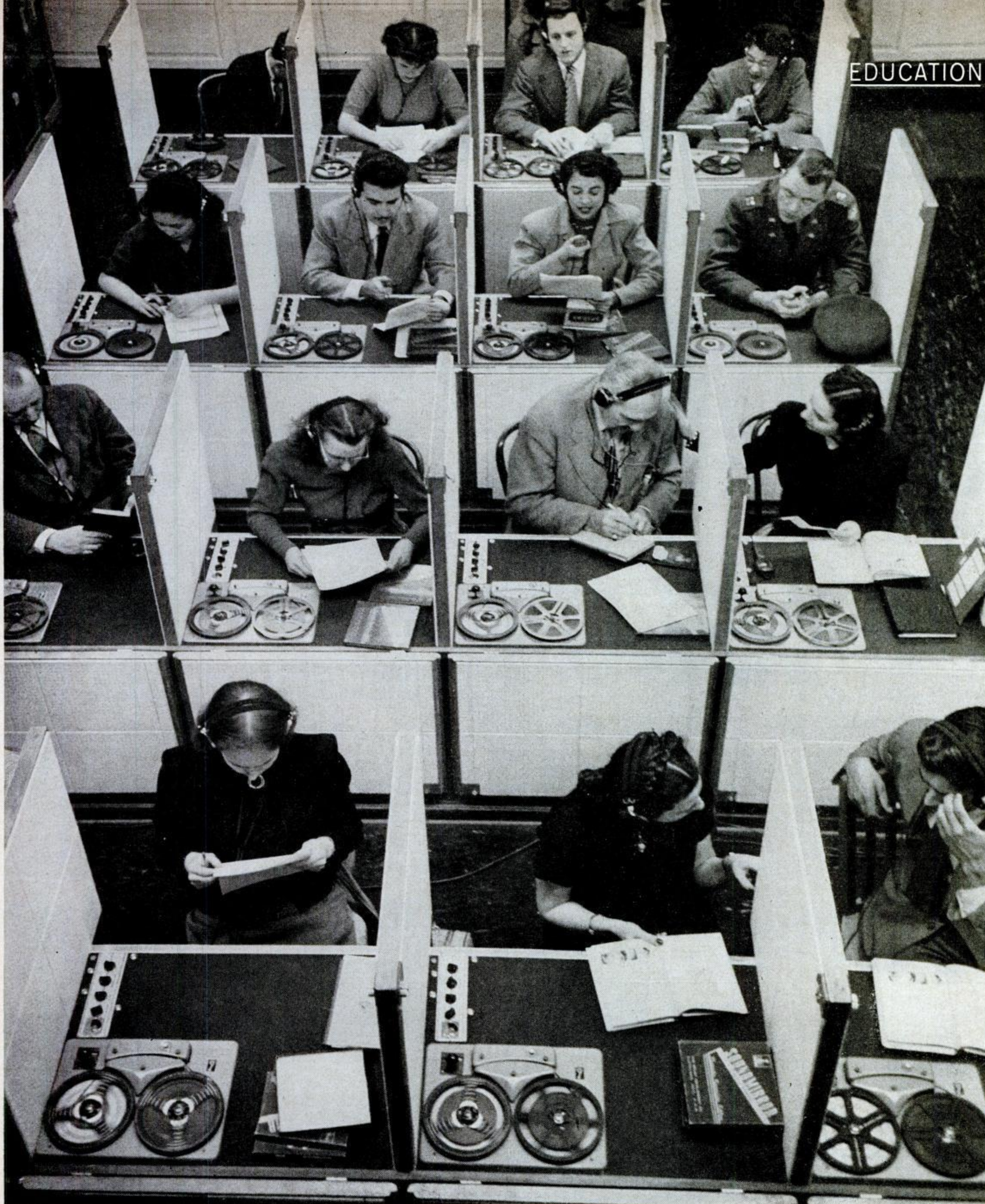
why more than 1200 different oil products have been developed. That's why ways are always being found to make your fuels and lubricants better and better. That's why you pay the *lowest* oil prices in the world for the *finest* oil products in the world.

Competition is just as much a part of the oil industry as drills or refineries or service stations. It's standard equipment.

*Thousands of oil companies mean competition...
competition means progress...
progress means better living for everyone*



Oil Industry Information Committee, 50 West 50th Street, New York



IN SOUNDPROOF STALLS MEMBERS OF FRENCH CLASS READ OR SPEAK FRENCH INTO TAPE RECORDERS AS OTHERS LISTEN TO PLAYBACKS OF THEIR OWN VOICES

TEACHING ON TAPE

In language course at Georgetown
the students get wired for sound

Georgetown University in Washington, D.C. has always prided itself on being a pace-setter in the teaching of foreign affairs. So when it decided to set up a new Institute of Languages and Linguistics, it turned to the newest electronic gadgets and methods. Georgetown's Institute now has a language course that looks something like a cross between a radio station and a U.N. Assembly.

The 141 students who are studying any of 18

languages from Spanish to Sanskrit do most of their homework on tape recorders (*above*). They check their accents on oscilloscopes which give visual values to the sounds. When they sit around the big table in their lecture room (*p. 170*) to hear lectures by visiting speakers, they can listen in any one of six different languages. Most of the students are postgraduates, but there are 15 U.S. soldiers and 10 diplomatic workers enrolled in the classes.

ALL-VEGETABLE

Makes the Difference!



Everywhere People Praise NR—The Laxative That's Kind to You

All around you are people who have turned to Nature's Remedy, NR Tablets, when they need laxative help. They've found an NR Tablet at night the best way to assure morning regularity. "NR is so wonderful," they say. No perturbing effects . . . instead you feel refreshed, invigorated.

All-vegetable makes the differ-

ence—and it is a big difference! NR Tablets contain 10 natural-vegetable laxative elements, scientifically compounded.

Try NR at our expense. 25 tablets only 25c. Buy a box at any drug store. Try them. If not completely satisfied, return box with unused tablets to us. We will refund your money plus postage.



CHILD-SIZE, COATED



REGULAR



CANDY COATED

*Informal Comfort
in Formal Wear*

Only America's largest manufacturer of formal wear could produce a formal jacket so smartly tailored, so invitingly comfortable. Single and double breasted models, white and pastels . . . at better men's stores, from **26⁵⁰**

After Six
BY RUDOFKER

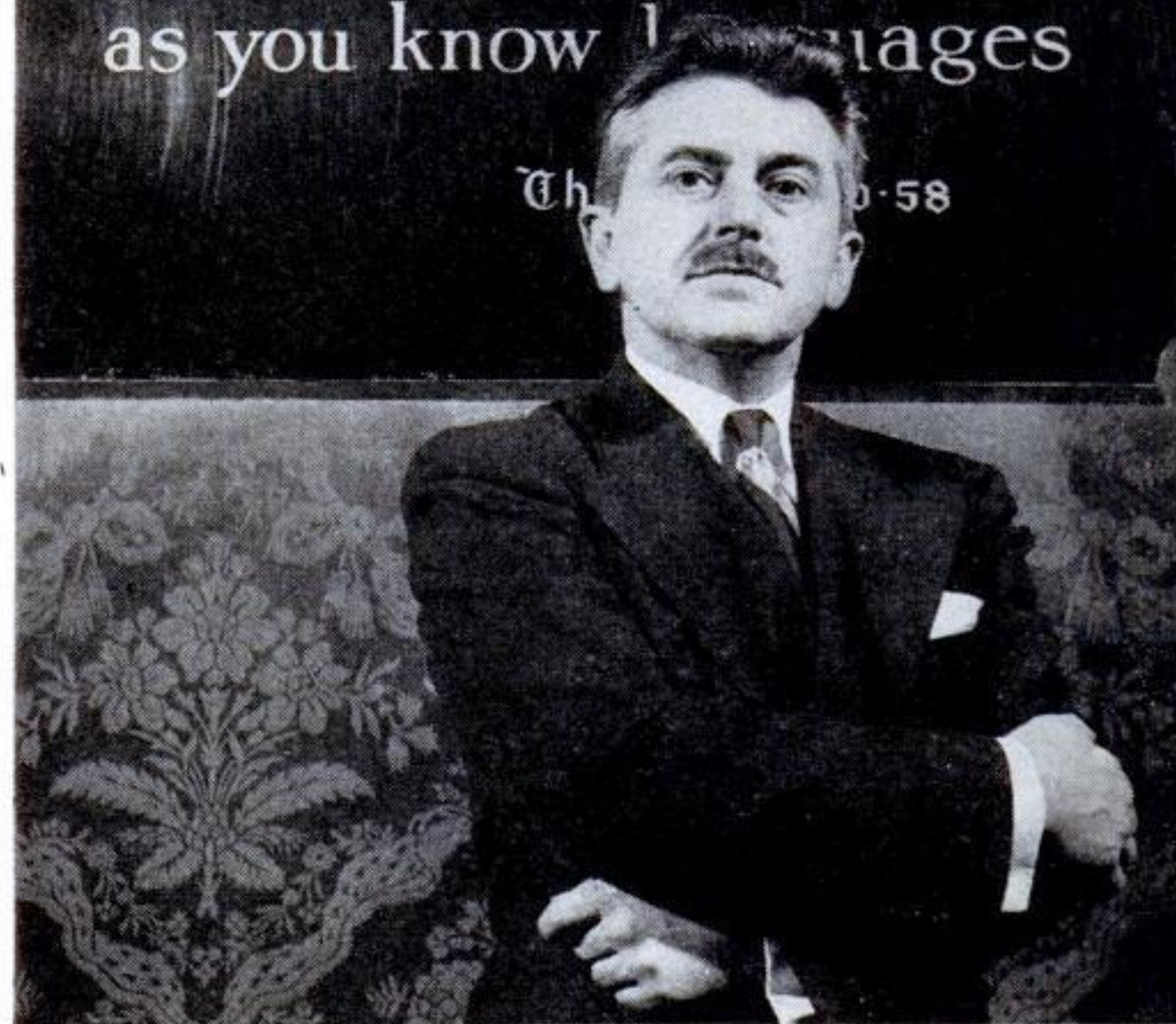
WRITE FOR FREE DRESS CHART AND NAME OF NEAREST DEALER • RUDO SUMRWEAR, INC. • PHILA. 3, PA.

Teaching with Tape CONTINUED

Quot linguas calles
tot homines vales

You are worth as many men
as you know languages

Th . . . 58



DOSTERT POSES WITH SAYING OF MULTILINGUAL CHARLES I OF SPAIN

DIRECTOR SET UP THE U.N. SYSTEM

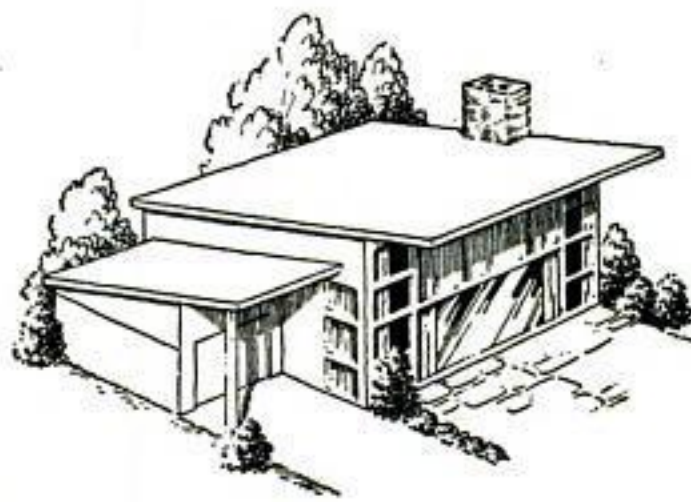
The man who set up and directs the streamlined institute is Professor Leon Dostert, 45, the head of Georgetown's school of languages. A Frenchman by birth, he served as interpreter to General Eisenhower and later as liaison officer to General Giraud. It was Dostert who set up the first simultaneous translation system at the Nuremberg trials of war criminals and who later introduced it to the U.N., where it has proved a great success. He regards his course as experimental. Open only to students with at least two years of college, it lasts three years and the student is expected to spend his second year studying abroad.



IN FIVE LANGUAGES, which are translated simultaneously by interpreters in booths in the rear, students hear a speech by Austrian ambassador. He is speaking German, and German students in the middle listen to him in the clear. The others, with headsets, select English, French, Spanish or Russian.

CONTINUED ON PAGE 172

ACME QUALITY PAINTS



Somewhere near you is a man who wants to help bring pride to the surface of your home. He's your Acme Paint dealer... a friendly man who makes *your* paint problems *his*... whose wide experience is available to help you enjoy *true paint beauty and economy*, both inside and outside your home.

Whether you are looking for miracle-working Kem-Tone for your walls or sensational new Kem-Glo for your bathroom and kitchen—or any one of the scores of famous Acme Quality balanced formula paints, your Acme dealer has the merchandise and “know how” to help you select color and product to make your home more beautiful.

Homeowners all over America have learned that the word *Quality* is more than a trade-mark when it appears on a can of Acme Quality Paint. Find your Acme dealer today—he's worth looking for. He will reward your confidence with the best values in town.



*"Bring Pride
to the Surface"*



Acme White Lead and Color Works, Detroit, Michigan—Makers of Acme Quality Paints, Kem-Tone, Kem-Glo—also one of the world's largest manufacturers of Automobile Makers' Finishes, Automobile Refinishes—Railroad, Industrial and Maintenance Finishes—and Insecticides. AND—Makers of Sensational new Acme Fashion-Tone—which gives you, in a few minutes, the ultra smart colors you want in paint, to harmonize with your room furnishings.

Does Johnny glare



As you comb his hair?



Smooth-gliding Ace



Puts smiles on his face

ACE
HARD RUBBER
COMBS



Cost less because they last longer

A type for every purpose
29c and 39c
Sold everywhere

AMERICAN HARD RUBBER COMPANY
NEW YORK 13, NEW YORK



INTERPRETERS sit in soundproof booths and translate lecture. If they cannot understand the speaker they translate another interpreter's version.



STUDENT, retired General Walter D. Smith, 74, bellows French vowel sounds into microphone in recorder booth. He is studying to keep up with his children.



TEACHER, gesticulating, talks Russian to student. Russian course, with 22 students, is school's most popular. Next come French, German, Spanish.

VARICOSE VEINS

Need Not Keep You From Having

Sheer Leg Beauty

Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

MAIL COUPON FOR FREE BOOKLET TODAY



©1950 Wm. H. Horn & Bro.

BELL-HORN
Tropical Weight
ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa. Send me helpful FREE BOOKLET: "NEW FACTS ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

NAME _____

ADDRESS _____

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS

FIRST AID for ACID INDIGESTION



When acid indigestion woes
Upset the joys of Spring,
A little Alka-Seltzer helps
To settle everything.

Use it also for FAST RELIEF of
Headaches • COLD discomforts
Muscular Aches and Pains

Alka-Seltzer

All drugstores
U. S. and Canada



FAMILY FAVORITE



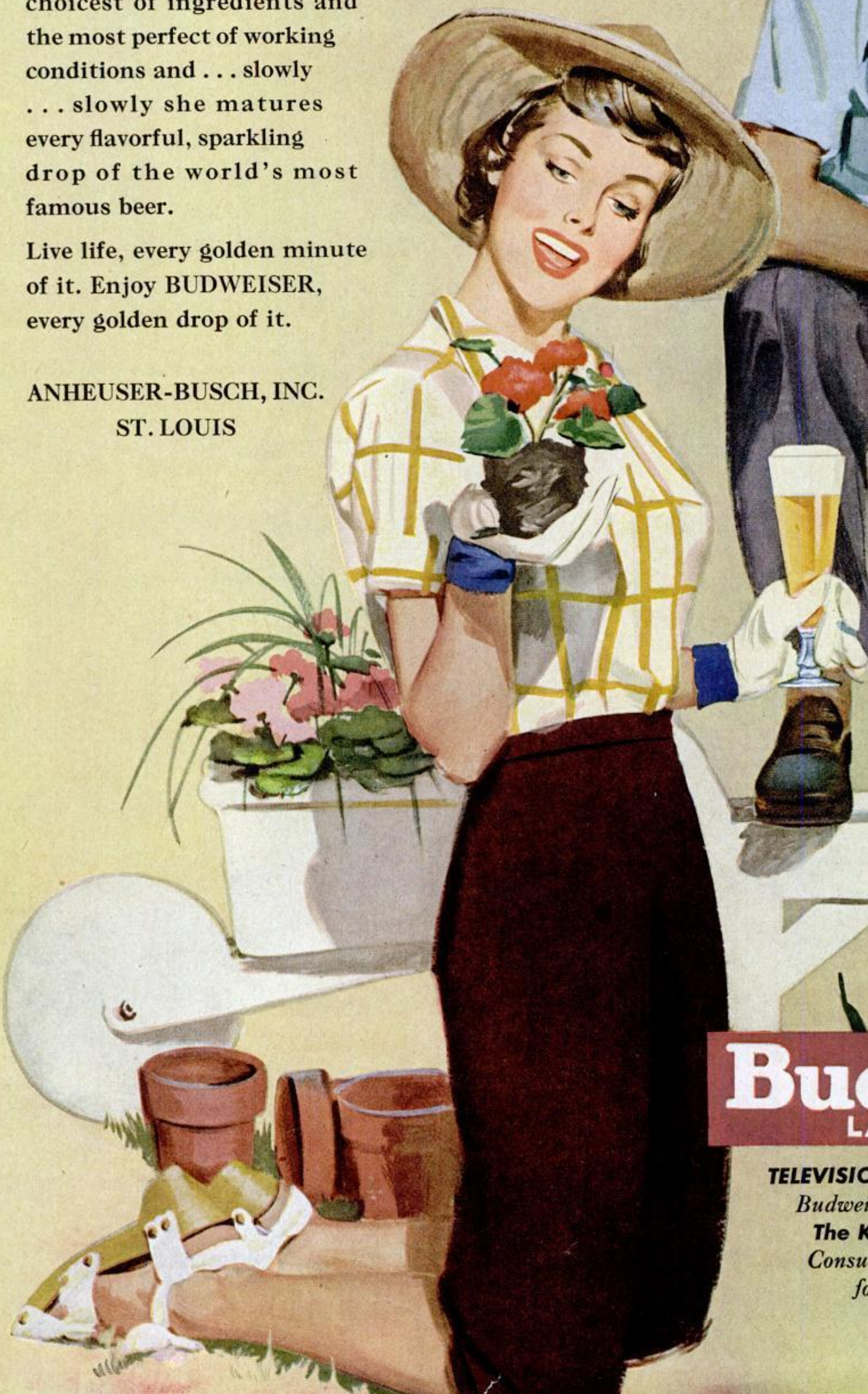
MORE TENDER • MORE DELICIOUS **MACARONI**

There's nothing like it ... absolutely nothing

No one works more tirelessly to give you the good things of life than Mother Nature. It is she, by the way, who brings you BUDWEISER. We supply her with the choicest of ingredients and the most perfect of working conditions and ... slowly ... slowly she matures every flavorful, sparkling drop of the world's most famous beer.

Live life, every golden minute of it. Enjoy BUDWEISER, every golden drop of it.

ANHEUSER-BUSCH, INC.
ST. LOUIS



Budweiser®

LAGER BEER

TELEVISION: Tune in on our
Budweiser Hour featuring
The Ken Murray Show.
Consult your local papers
for time and station





ANNIE GET YOUR GUN

M-G-M PUTS 450 HORSES, 1,050 ACTORS AND \$150,000 INTO GAUDY FINALE OF ITS MUSICAL FILM



One hundred cowboys and 100 Indians, not to speak of Frank Butler and Annie Oakley, the two best shots in the world, are milling around the ring up there. And they are only part of the finale in *Annie Get Your Gun*, a whopping M-G-M version of Irving Berlin's Broadway triumph of 1946, with Betty Hutton in the brassy title role. To put on this single number 1,050 actors, 450 horses, two mounted bands and the entire tribal regalia of the Sioux Indians, shipped by air from South Dakota, were

herded together on a set covering five acres on the studio's back lot No. 3 in Culver City. Then everybody had to hang around for three weeks waiting for the smog to roll away and let the Technicolor cameras function. Finally one morning the sun came through, and with a whoop and a holler the show was on. Total cost of the scene: \$150,000. Though the Baldwin Hill oil fields in the background are pretty impressive too, Hollywood still knows how to make the movies look like the biggest thing in California.

CONTINUED ON NEXT PAGE

Morgan-Jones' Dream Bedspreads!



Chinese Modern

Cameo

Stardust

Imperial Hobnail

Sea Island

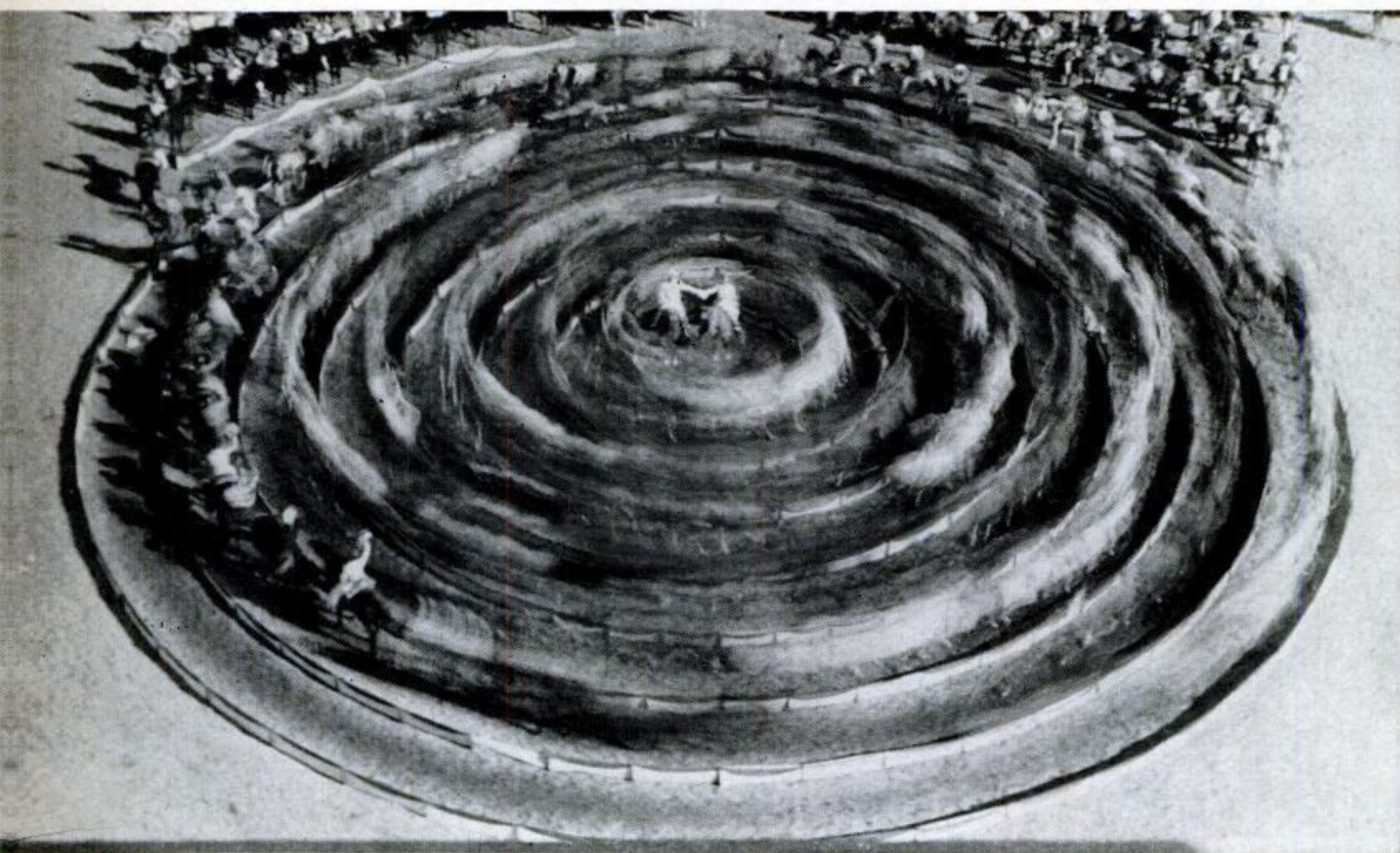
Heavenly colors; soft, rippling textures; bedspreads out of this world! Summery "Sea Island" and lovely "Cameo" are of deep-etched, air-light crinklecloth, exquisitely decorated; "Stardust" will enchant you with its intricate pattern of tufting; "Chinese Modern" and the famous "Imperial Hobnail" are for you who like rich-shadowed texture. See them all, in their many colors. They've just arrived—at your favorite store. And if you think they're expensive, think again. They're up in the clouds in quality but 'way down-to-earth in price!

and cloud-soft Rugs and Kitchen Cottons

Non-skid rugs . . . smart bath sets . . . dish cloths gay as place mats . . . perky little pot holders . . . strong and thirsty kitchen towels! You'll want to see all of these bright cottons. Morgan-Jones quality means "Yours for a lovely home."

Morgan-Jones, Inc.
58 Worth Street, New York 13, N. Y.

Morgan-Jones
TRADE MARK



SPRING-AROUND-ANNIE, who sits in center with partner, is formed by riders in the scene shown on previous pages. These pictures were taken by the movie's director, George Sidney. He

got this effect, which resembles the tigers melting to butter in *Little Black Sambo*, by shooting with Rolleiflex at three shutter speeds (top to bottom): 1/100th, 1/10th and 1/5th of a second.

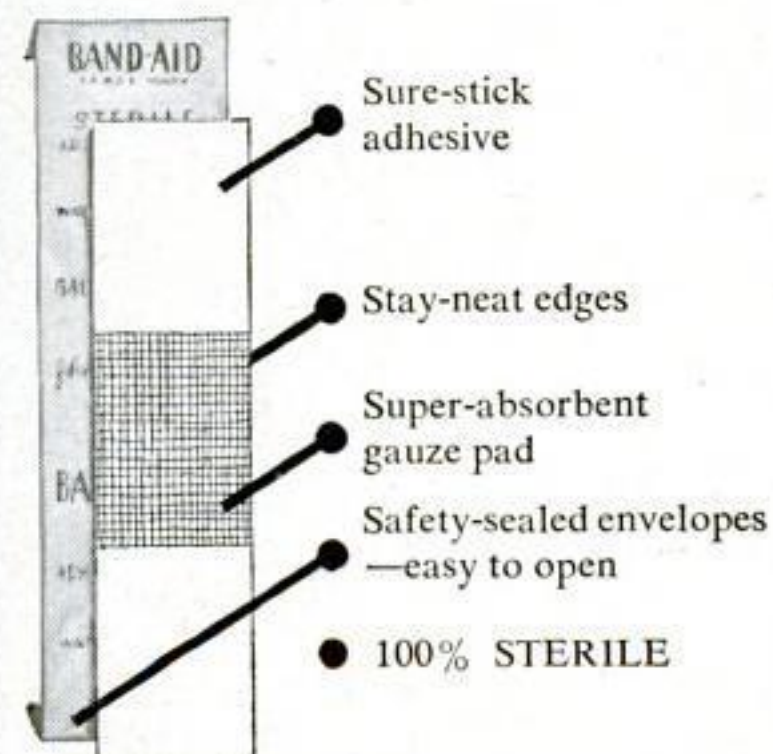
CONTINUED ON NEXT PAGE

Never neglect a finger jab



The tiniest injury can become infected. Never take a chance!

Always use BAND-AID*—the only adhesive bandage that gives you all this protection.



Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID — used by more families and doctors than all other brands combined.

Always look for the name on the box



*BAND-AID MEANS MADE BY

Johnson & Johnson

Here's the **ONLY SHAMPOO** GUARANTEED NOT TO ROB HAIR OF NATURAL OILS

Doesn't destroy precious natural oils your hair needs to be...



PROCTER & GAMBLE'S GUARANTEE

Shasta does not rob hair of its natural oils. Leaves hair looking its loveliest. Procter & Gamble guarantees this or your money back.



NEW, IMPROVED

SHASTA beauty cream SHAMPOO

Doesn't rob hair of natural oils

Even dull, dry, unruly hair looks unbelievably softer, shinier, more beautifully groomed, after your first Shasta shampoo. New, improved Shasta doesn't rob hair of its natural oils. That's important because your hair must have these natural oils to be naturally soft, shiny—healthy.

If you're not entirely satisfied with the appearance of your hair, try new, improved Shasta today. See how lovely your hair can look. Remember, Shasta doesn't rob it of its natural oils.

"Annie Get Your Gun" CONTINUED



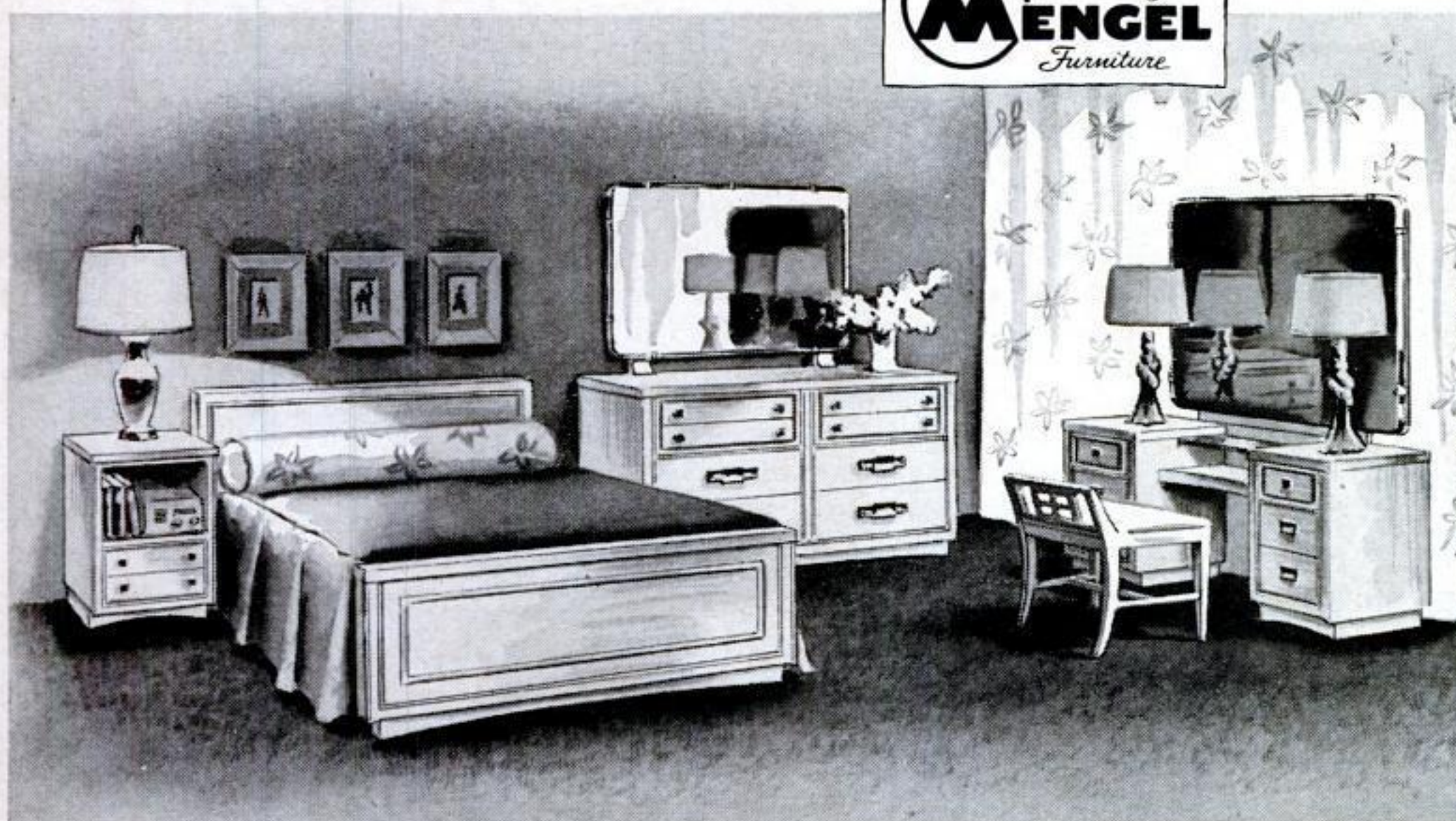
PAINTED BETTY POUNDS TOMTOM IN THE NUMBER, "I'M AN INDIAN TOO"

"ANNIE" PUSHES BETTY TO TOP

Betty Hutton's performance in *Annie* is loud, bumptious, wistful by turns and always full of terrifying natural energy, like a dust storm. It pushes her up to the top of Hollywood's current musical comedy heap. Betty had her heart set on the part of Annie Oakley, even when Judy Garland had begun to play it before the cameras. She prayed for it in private, shouted for it in producers' anterooms until, one day, Judy got sick and they had to give the part to Betty. It fits her like a moccasin.



HOWARD KEEL PLAYING FRANK BUTLER MAKES HANDSOME FOIL FOR BETTY



THE IMPERIAL GROUP shows you the full fine meaning of modern. Smooth, direct... each line serving a beautiful purpose. In a choice of four finishes: American Brown Walnut, French Grey Walnut, Belgian Korina, and Cordovan Mahogany.



Look closely... look twice...

this is

MENGEL

furniture

Look closely at the construction, look twice at the price ticket, rub your hand over the wood. Yes, it's true... here, you'll say, is the kind of furniture *you* want for *your* home at the price *you* want to pay. Beautifully styled, beautifully crafted... beautifully, enduringly finished. Furniture you'll love right from the start, and "live happily with ever after."

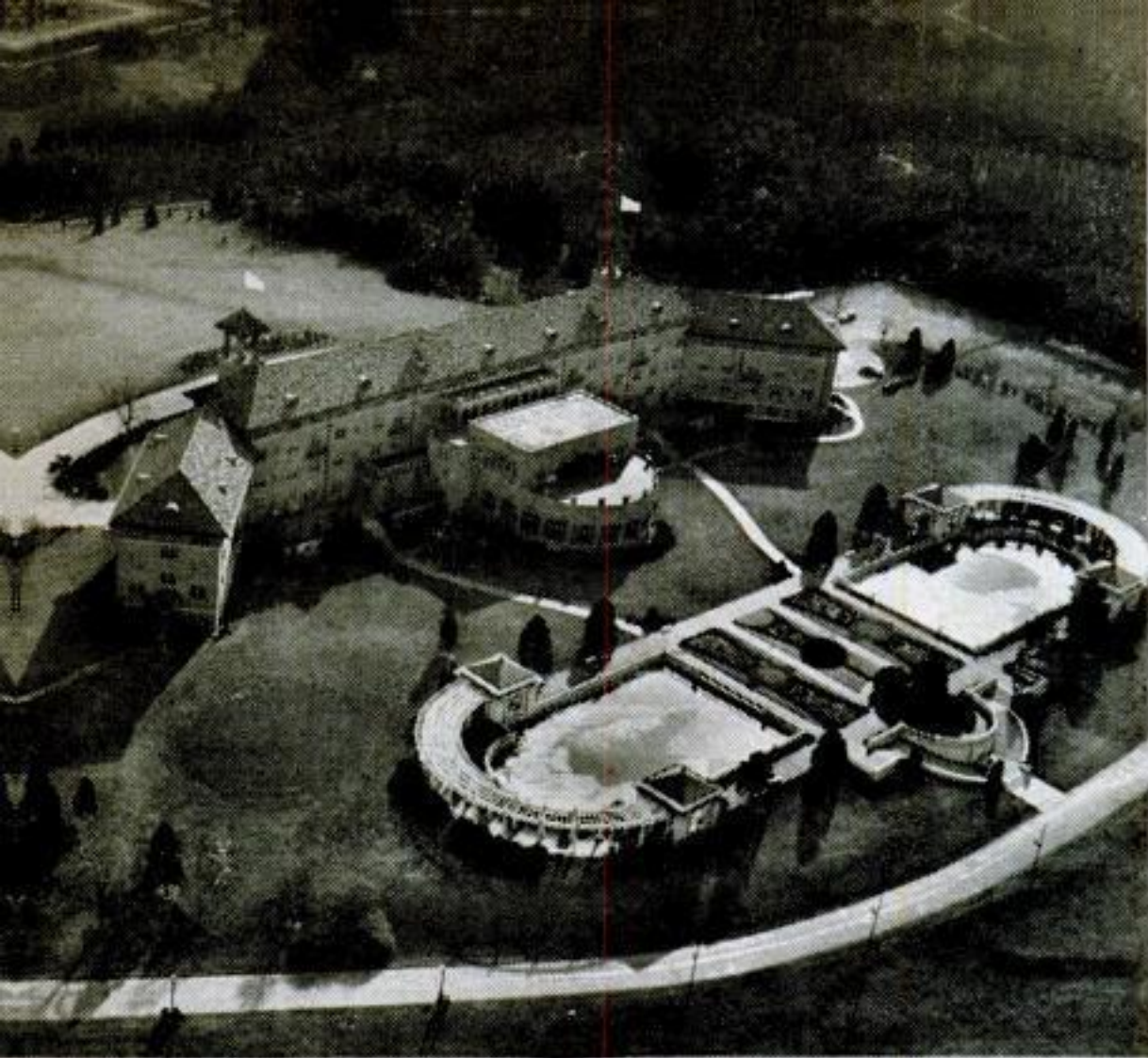
Individual pieces from either of these suites may be purchased separately.



THE MELROSE GROUP... solid mahogany and pure period design... with no question about either's authenticity. For the fine detailing and gentle curves speak honestly of a Colonial tradition. And only the very truest of woods could claim such mellowness of color.

THE MENGEL COMPANY • FURNITURE DIVISION • LOUISVILLE 1, KENTUCKY

* REG. U. S. PAT. OFF.



THE 196-ROOM HOTEL IS ELABORATELY LANDSCAPED

Life Visits a Resort Hotel

The help far outnumber the guests during off months at the Hotel Hershey,

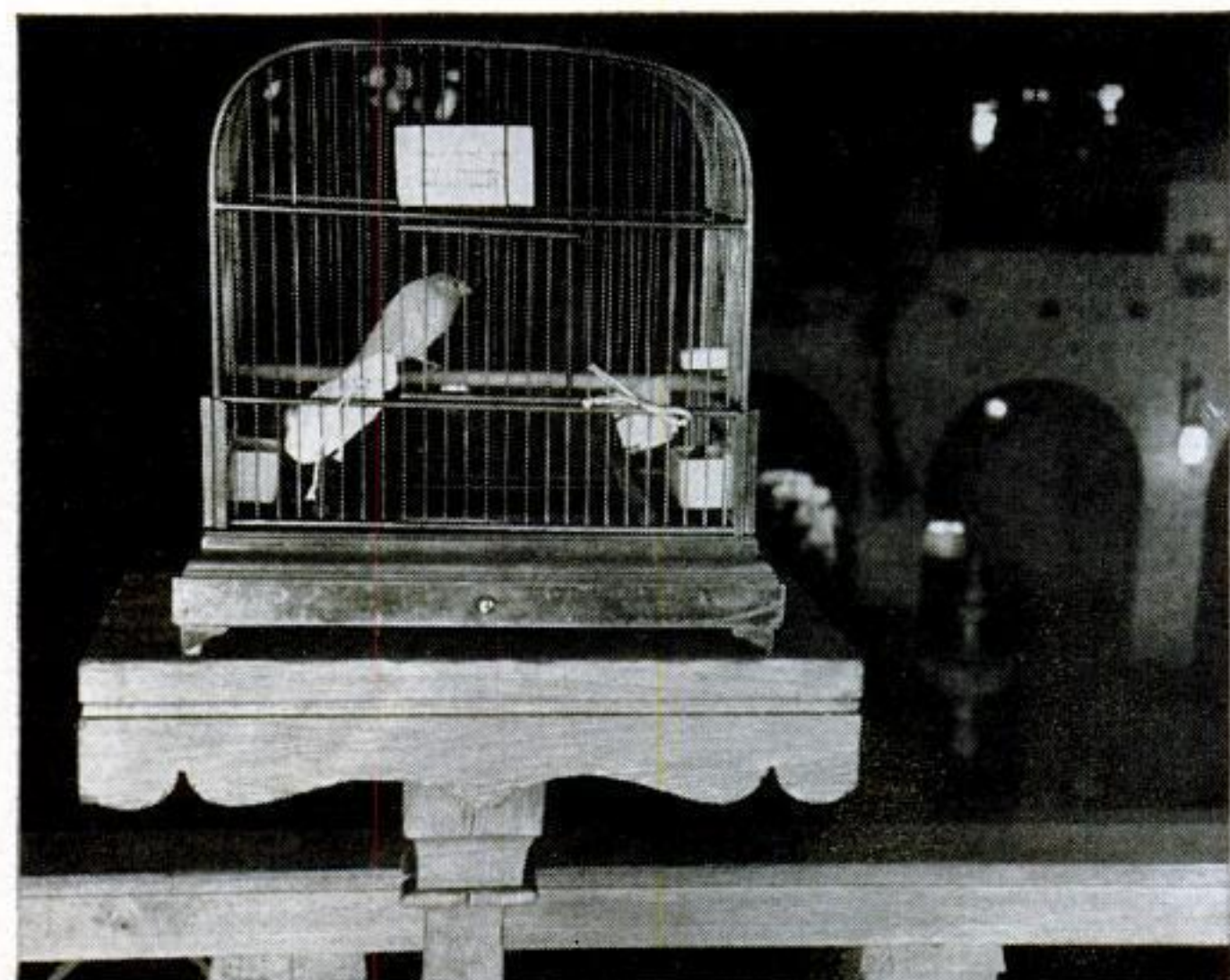
In Hershey, Pa. stands a remarkable monument to the American people's hunger for candy bars. It is the late chocolate king Milton S. Hershey's pride and joy, the Hotel Hershey, an impressive sight in summer when its rooms are filled. But in some ways it is even more impressive in the winter as was discovered by LIFE Photographer Leonard McCombe and Correspondent James Shepley, who stopped there last month. They found its ornate rooms almost empty of guests but completely outfitted with a

large staff ready to engulf them in courteous service.

The hotel was paid for out of Hershey's second fortune. The first he made selling caramels, a business he sold for a million dollars in 1901 to retire to a dairy farm near Harrisburg, Pa. But he soon became bored, began a chocolate business on his property and before long found himself with a far bigger fortune. He built an entire town, which he endowed with an industrial school, a community club, a sports arena, a museum and a country club whose current



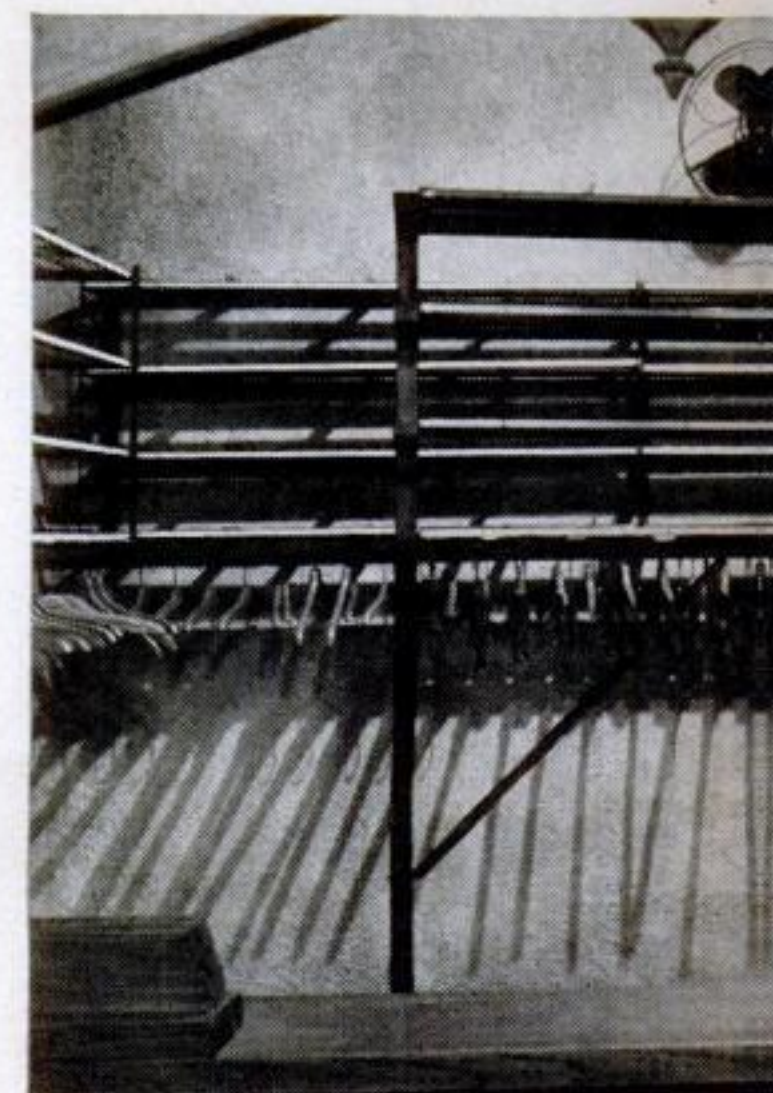
85 MEMBERS OF STAFF (15 WERE OFF DUTY AT THE TIME) LINE UP FOR A PHOTOGRAPH. HOTEL KEEPS AT LEAST 100 PEOPLE ON ITS PAYROLL NO MATTER HOW MUCH



WELL-FED CANARY sings imperturbably to large, empty main lobby. The sign on its cage cautions the guests against overfeeding or molesting it.



THE FOUNDER, Milton S. Hershey, looks out of his huge lobby portrait over a lone guest on the sofa.



HAT-CHECK GIRL June Hollinger sits attentively in her booth. She works 7:30

Kept Open out of Season

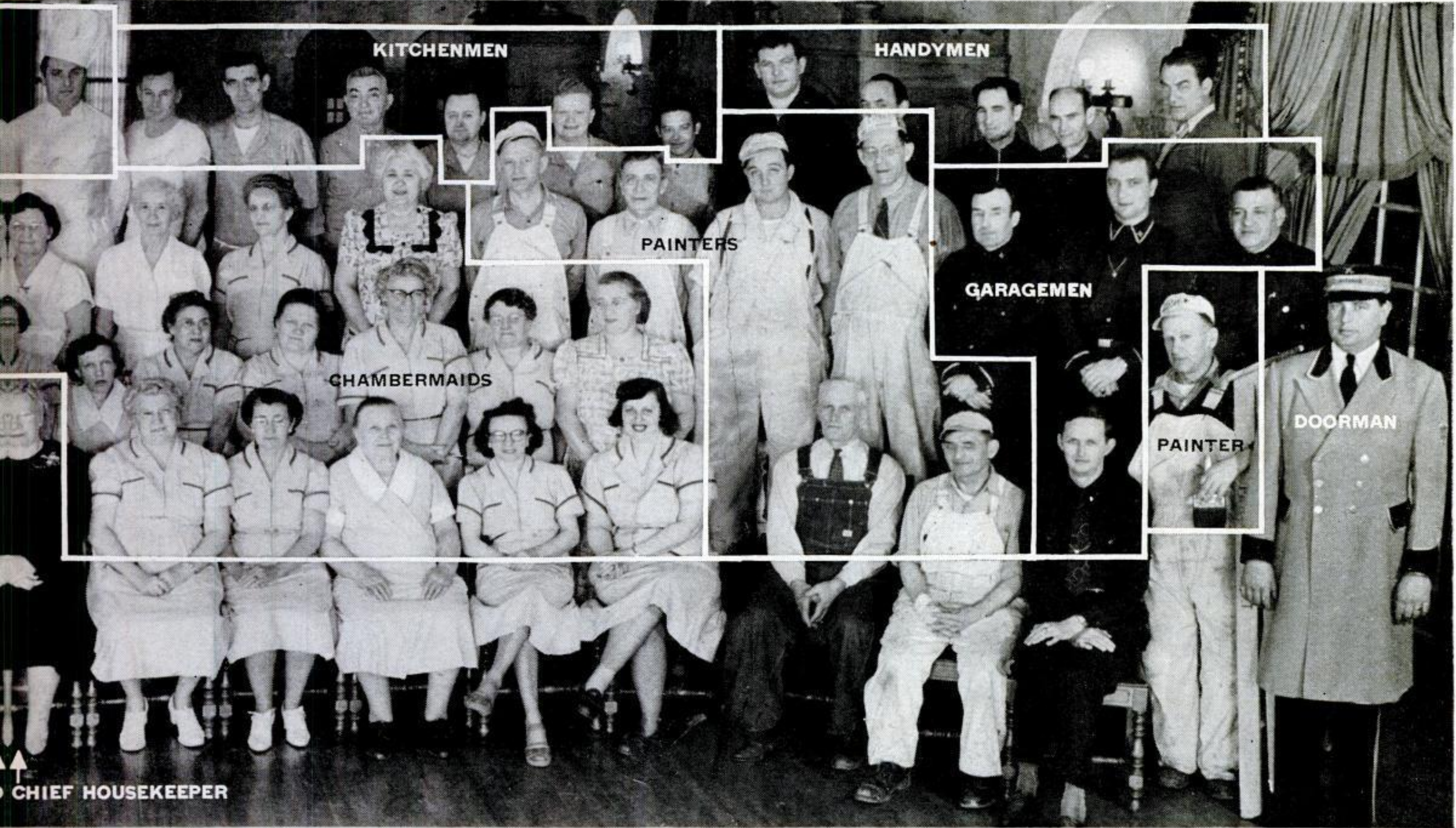
whose chocolate-millionaire founder did not want anybody put out of a job

golf pro is Ben Hogan. When the depression came and other businesses suffered, Hershey, who continued to prosper, resolved to build a hotel which would provide more jobs for his townspeople. Since money was no object, the hotel had to be perfect, and Hershey fussed continually over the plans. When the architects tried to put a large weight-bearing pillar in the middle of the dining salon, Hershey was indignant. "There'll be no pillars in my dining room for headwaiters to hide people behind," he roared,

and the hotel was redesigned to allow for the change. Hershey, who died in 1945, never divulged its cost. The profit it makes during the summer is almost entirely eaten up by the winter slump, but any deficit is cheerfully made up by the Hershey Estates. Its rates being moderate (\$7 for single room and bath), winter deficits are inevitable, yet at the hotel when LIFE's team arrived, there were 85 staff members (below) and only 18 guests (right), including five men from Hershey who just dropped in for dinner.



GUESTS HUDDLE TOGETHER FOR A GROUP PORTRAIT



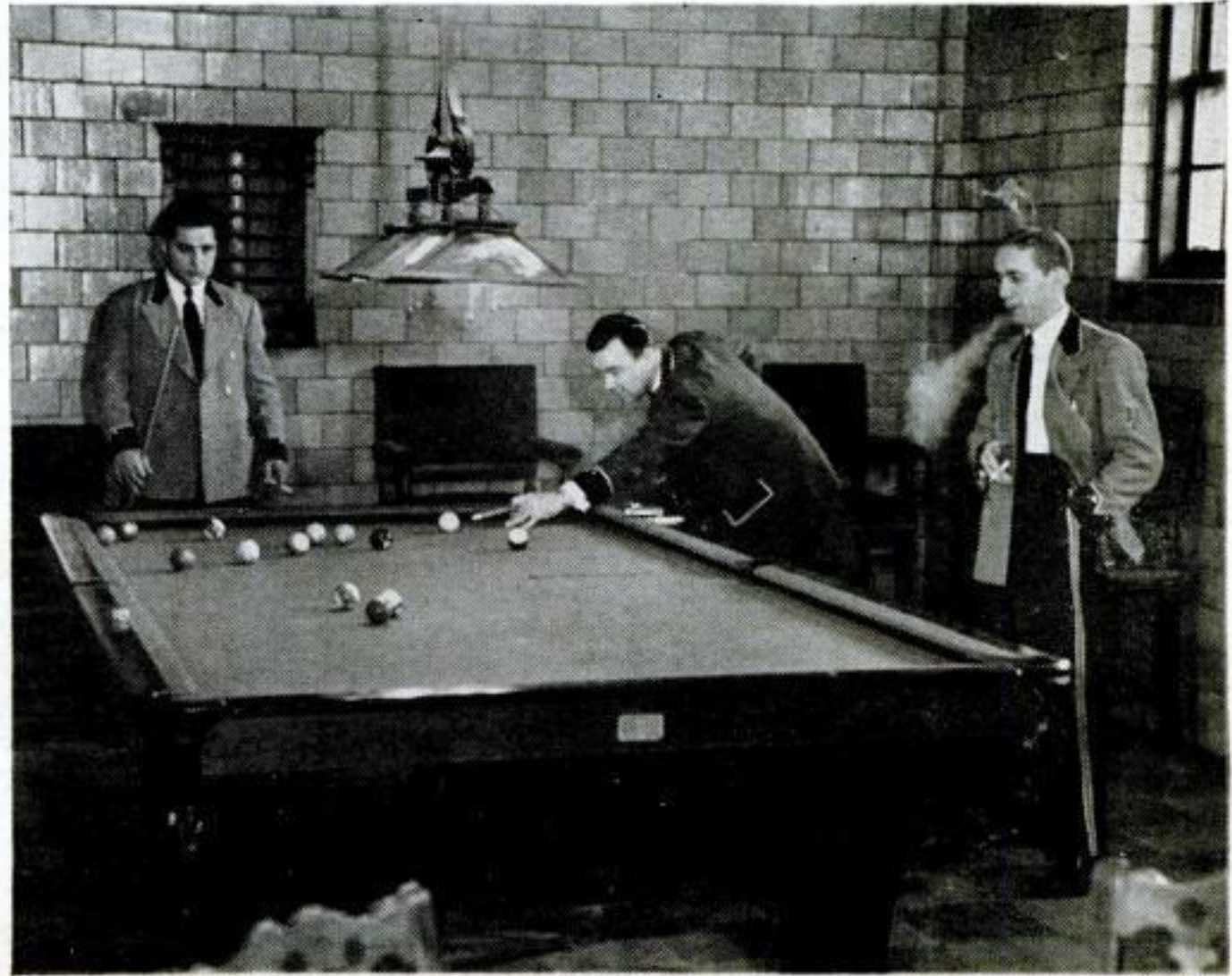
BUSINESS IT IS DOING. AT SUMMER PEAK STAFF INCREASES TO 125. ACTING MANAGER RUNS THE HOTEL WHILE REGULAR MANAGER IS IN SWITZERLAND ON VACATION



a.m.-3:30 p.m. shift, after which another girl comes in to take over until 11 p.m.



ROOM CLERK Henry Fasnacht awaits guests. He and two others keep the desk open 24 hours a day.



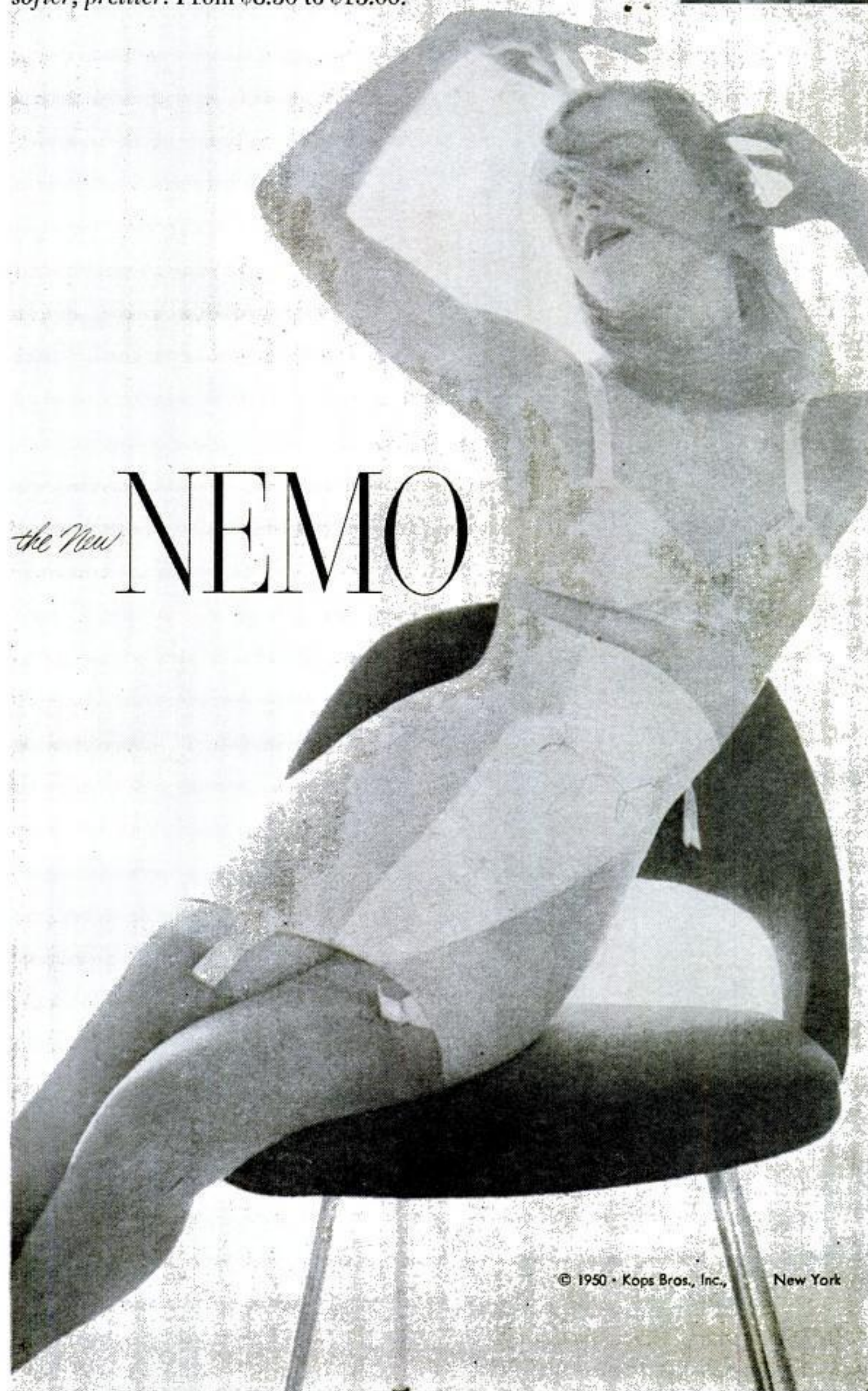
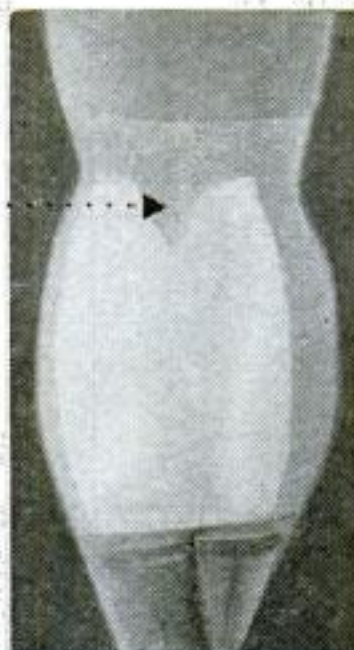
BELLHOPS James de Angelo, Wesley Zeigler, Luther Bowman kill time in the billiard room. Hotel does not mind their using room if no guests want it.

Fittingest

"the girdle you've ever worn!"

Oh, the joy of a girdle that sits when you sit, bends when you bend, follows your every move... curbing your curves with tender firmness, with nary a pinch or pucker. Inches of gentle give in the Nemo "Adjustable Waist" make this the slimmingest, comfiest, *fittingest* girdle you've ever worn. The new Nemo styles are *younger, softer, prettier*. From \$8.50 to \$15.00.

it has the
Adjustable
Waist



© 1950 • Kops Bros., Inc., New York

Resort Hotel CONTINUED



COMPLETE SET OF MENUS is printed new every day for the 70 dining-room tables by Printer Merl Stuckey, who runs them off on hotel's own press.



DINNER MUSIC is rendered by Pianist Russell Dasher, who plays from 6:30 until 9:30 p.m. each evening. His largest audience that night was nine persons.



AIRPLANE TAXI links the hotel's own airstrip with the Harrisburg airport 14 miles away. Limousine carries the guests between the strip and the hotel.

CONTINUED ON PAGE 18

Best place in your house to save money...
PUT IT UNDER YOUR RUG!



**Genuine
Circle Tread
OZITE CARPET CUSHION
REPAYS YOU TWO-FOLD!**

**MAKES YOUR CARPETS
WEAR TWICE AS LONG...**

Give your carpets a double lease on life with Genuine Circle Tread Ozite... the Carpet Cushion that's guaranteed to stay soft and springy for a lifetime. Hair is one of nature's toughest fibers. Since Ozite is made of All Hair reinforced with fabric center, it never packs down or gets lumpy as do pads of inferior substitute materials. Genuine Ozite is a true "shock-absorber" for your carpets... cuts down punishment by more than half... makes them live happily more than twice as long.

**MAKES YOUR CARPETS
LOOK TWICE AS BEAUTIFUL...**

Genuine Circle Tread Ozite adds dollars to the looks of your rugs and carpets... keeps their nap standing through thick and thin, permits deeper cleaning, encourages colors to stay fresh longer.

Choose genuine Ozite to make your inexpensive rugs seem thicker, more luxurious, and to make your costly carpets look twice their worth. Your friends may not guess your secret, but they'll certainly notice the difference!



CIRCLE TREAD
OZITE
RUG and CARPET CUSHION

And for the modest budget

Castle

HAIR and JUTE
 RUG AND CARPET PADDING... made by OZITE

**Four reasons why you should
Insist on Genuine Ozite!**



OZITE IS MADE OF ALL HAIR... fine, clean, specially processed cattle hair reinforced with an adhesive fabric center. Ozite stays soft and springy for a lifetime!



ONLY OZITE IS ALL NEW... no re-used materials are used in Ozite... no re-claimed bags, no re-worked hair. Ozite is all new, and is of the finest quality.



ONLY OZITE IS OZONIZED... It is free from the stale, musty odors because of this patented electrical deodorizing process—the same Ozone treatment used in sterilizing refrigerators and swimming pools.



ONLY OZITE IS PERMANENTLY MOTHPROOFED... every hair in Ozite has been treated with a substance that's deadly to moth larvae... and this treatment is guaranteed for a lifetime!

YOU'RE SAFER WITH OZITE

- Ozite lies flat... won't curl or slip... reduces the hazard of falls.
- Ozite insulates... makes floors warmer... reduces the danger of colds.
- Ozite resists flame... reduces the danger of fire.

YOUR FLOORS ARE SAFER WITH OZITE

- Ozite won't stick to your floors.
- Ozite won't discolor or mar your varnish.

SPRING IS HERE

Dirt-Proof

YOUR ENGINE OIL

Dirt-Proof
Your Engine Oil

With **AC** OIL FILTERS

Perhaps you think that changing oil regularly will keep it clean and safe. It will not. Dirt enters every mile you drive. It should be removed immediately. That's "Dirt-Proofing." An AC Element in your oil filter will constantly remove the dirt and sludge that clog piston rings, cause sticky valves—and excessive engine wear.

Changing oil is not enough. Watch your filter element, too, on your car, truck or tractor. If you have no filter, install an AC—the kind that "Dirt-Proofs" engine oil. Buy where you see the AC poster featured here.



AC SPARK PLUGS AC FUEL PUMPS
preferred on millions of vehicles

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



GUEST AT EASE relaxes in the lobby with his morning paper. Three bellhops stand at attention, ready to spring into action at an instant's notice.



GUEST AT DINNER finds himself attended by maître d'hôtel, wine steward, two waitresses and a bus boy. Instead of pheasant *en plumage* he might have had breast of guinea hen, Chateaubriand steak or any other dish he could think up. Pheasants, squabs and guinea hens are all raised on Hershey farms.

Raymond Massey stars on stage and off ...for finer entertainment



"I'VE FOUND THAT YOU'RE ALWAYS RIGHT with richer Schenley," says Mr. Massey to his dealer. "I've travelled the world over, and I've never tasted a finer whiskey than Schenley."

★ ★ ★

ACTING IS ALWAYS TENSE, EXCITING WORK. That's why, when day is done, Raymond Massey often relaxes at home with friends. Schenley stars at these social gatherings. Its mellow taste wins applause from everyone. It's a really *smooth* performer!



THEATRE GOERS KNOW that the name of Raymond Massey on the marquee means top box office and top performance. Millions have applauded his brilliant acting on stage and screen. And, in the choice of fine whiskey, millions have come to rely on the name Schenley for a truly smooth, sociable drink.

You, too, will enjoy smooth, sociable

SCHENLEY



ARE BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DIST., INC., N.Y.C.

Let your own TASTE and THROAT be the judge!

There's never a rough puff in a Lucky

Because Lucky Strike Means Fine Tobacco!

Hedy Lamarr as Delilah in C. B. De Mille's Technicolor epic, "Samson and Delilah"—a Paramount picture.



HEDY LAMARR says: "A good cigarette is like a good movie—always enjoyable. That's why it's Luckies for me!"

You're right, Hedy... you can always count on Luckies to give you real smoothness, mildness and deep-down smoking enjoyment. And, smokers, you can depend on Luckies because Lucky

Strike means fine tobacco—fine, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!

COPR., THE AMERICAN TOBACCO COMPANY

Lucky Strike...so round, so firm, so fully packed—so free and easy on the draw